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VOL. CLIX

NEW YORK, APRIL 21, 1932

No. 3

Consumers, Disillusioned, Turn to Known Brands Again

And This Means That Manufacturers, with Lost Time to Make Up, Will Now Turn to More and Better Advertising

By Albert Leffingwell

Vice-President and Secretary, Riegel & Leffingwell, Inc.

I
EVER since the spring of 1930, the American woman has been hypnotized by the lure of Price.

The shock of a suddenly deflated pocketbook was just as stunning to her as to her husband. But where men could—and did—simply stop buying, women couldn't.

Egbert can grow indignantly apoplectic at the suggestion of a new car, but Ethel can't send the children naked to school. His shoes can be resoled, but her slippers can't be. He can dig out those two old suits, but she can't redesign those old short skirts. He can cut down on his lunches, but she has to plan dinner for five every night.

The well-known Home Purchasing Agent has had, in short, to keep right on purchasing.

And at the moment she is pretty mad about what has happened to her. *For, time and time again, she's been stung.*

All along the line: In furniture that chipped, cracked, collapsed. In draperies that faded. In flavorless foods. In leaky iceboxes. In sun-lamps that wouldn't tan. And—particularly and emphatically—in fashions. When it comes to suits and dresses and handbags and slippers and stockings and underwear and hats and gloves, the story is simply too terrible!

Faced with a necessity to buy carefully, to save money at every point, to secure utmost value for every dollar spent—she has been

duped and gypped to an extent probably unparalleled in modern commercial history.

It doesn't make her feel any better to realize that, after all, it's probably her own fault.

For the dupers and gypsters have been, not the manufacturers whom she has known and trusted, not, in most cases, the great stores on whose integrity she had learned to rely, but Anonymous, Inc.

Floods of merchandise made without regard to quality, built to a price, have completely demoralized the market for those firms that tried to play fair with the consumer. Goods flagrantly imitative, wretchedly made, deceptively described, have slapped on the high hat and elbowed their way into good company.

You could sell anything, if it was cheap.

The hypnosis of the price lure was a strong one. But it's over now.

Trilby is coming out of it. With blood in her eye for the Svengalis who appealed to her for so long. And a determination to get her money's worth from now on!

II

"There are definite cycles in merchandising and advertising," said a noted merchant recently, "exactly as there are economic cycles." When a depression comes along, for example, merchandising and

advertising go through four well-marked stages:

First, strong promotional effort to break down sales resistance and get volume. The market is combed for special clearances. Special sales are initiated and stressed. "Deals" appear. Then—

Second, begins the era of actually exaggerated and misleading advertising. Of fictitious values. Of hysterical glorification of junk.

Third, even the better outlets are affected. They begin demanding that the manufacturer make goods to a price. In this stage even true quality suffers; prestige is lost; reputations ruined.

Fourth,—and last—comes the era of enlightenment. Customers, disillusioned, turn to *known brands* again: and to stores which have clung closest to standards of true quality.

This stage—in the opinion of men best-qualified to judge—men who are guiding the destinies of the greatest retail establishments in the world—is exactly where we are now.

"I don't say the tide is coming in as yet," observed one of them the other day. "I do say that it's turning. But merchandising during the next year, to succeed, must be on a very different basis from what has obtained during the year just past."

"How different?" he was asked.

"Distinguish, first," he said, "between low prices and low quality. The world-wide price-fall means that good things are lower. The public, certainly, still has less money. Therefore, every woman is still interested in low prices—and believes she has a right to expect them.

"But—and it's a very big but—she's awakened to a brand-new interest in quality, too!

"She realizes that you simply cannot get something for nothing. She admits now, after her brief and disastrous experience in experimenting with miracle offers, miracle prices, miracle values—that the days of miracles are over. She has decided that she'd rather have one really smart coat at \$79.50, or one really good-looking dress at \$50 than three or four nondescript flops at \$18.50 apiece.

There's going to be less merchandise sold in unit-volume, but—I think—a bigger dollar-volume. There's going to be more emphasis, in advertising, on what you really get for your money—and less on the fact that it costs you only a little money. There's going to be less frittering and more thinking. And incidentally, the retailer is going to begin to make a profit again!

"Look at the drug stores. Already you have more than 1,600 chain units agreeing to 'up' prices instead of the senseless cutting, cutting, cutting that's been going on for two years: and note how the independents are deciding to follow them. Look at the new pricing of the big department stores: note how many items show a definite upward trend. Look at the success of the newly organized National Quality Maintenance League—a group of important manufacturers who are focusing attention on this vital topic. Look at the perfume business.

"For a while the cheaper brands flourished and grew. Not for long. Today, the best selling perfume in America is one of the most expensive imported lines—with another extremely costly imported line running second. *Quality*—that's why."

III

What effects will this new trend have on advertising?

Well—probably in the first place there'll be *more* advertising. The now-familiar cry of "we can't make a profit these days anyway: let's concentrate on cutting our losses," will be heard less and less.

Manufacturers whose quality products were viciously undersold by inferior imitations are throwing out their chests and beginning to remind themselves—and others—that quality is a factor again, and why not tell the world?

Products which have been in danger of a dignified retirement into innocuous desuetude will dust themselves off and step up on the counter again—with a lot of valuable lost time to make up—but at

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Grape-Nuts Proves the Power of Consistent Advertising

Introduction of Grape-Nuts Flakes, New Cereal, Demonstrates Good-Will Value of Parent Product

"THE success of Grape-Nuts Flakes," says Bruce Ashby, in charge of cereal sales and advertising for General Foods Corporation, "is one of the greatest testimonials of the power of advertising our company has experienced. Within a year, with comparatively small advertising backing, it has established itself as one of the leading cold cereals in those territories in which it is being distributed.

"To be sure, we have advertised the new product vigorously, but the success it has gained is far beyond the success that could have been gained for a product with an unknown name with the same amount of advertising. The good-will built by Grape-Nuts over a period of thirty-five years of constant advertising has exerted a tremendous influence in the success of its infant offspring, Grape-Nuts Flakes.

"For instance, in a single New England store, a large grocery and market, the owner put in a large display of the new product before we had run any advertising at all; within a few hours after the display was put in he had sold twenty-two cases, which means 528 packages. Similar experiences have been repeated in all parts of the country."

The company did not bring out this product until after a long period of testing in the factory. Experience had shown that the parent product had a wide acceptance but that there were certain classes of consumers who were not good prospects. Some people cannot eat the product on account of their teeth, others, such as commuters, may use it as a Sunday dish, but because it has to be eaten comparatively slowly, do not make it a regular article of diet. The company felt that there was a need for a new product with a flavor of the old which would also have an

appeal to those sections of the market which were closed to it.

Mr. Ashby is quite frank in admitting that the company had no idea whether such a new product would affect the sales of the parent product adversely or not. Ex-



THERE'S SOMETHING ABOUT THIS NEW CEREAL that everybody likes!

100 U. S. 1000 men were asked to give their opinion of Grape-Nuts Flakes. 90% said it was better than any other cereal they had ever eaten. For their sake eat the Grape-Nuts Flakes. A healthy breakfast of you do, will, you will, you will. Grape-Nuts Flakes are sold in all stores.



GRAPE-NUTS FLAKES
the new cereal surprise

Several Types of Newspaper Copy Were Tried to Get the Right Appeal

perience has shown that generally the flakes have increased Grape-Nuts sales instead of decreasing them.

After considerable experiment, a flake cereal was developed which had the same flavor as Grape-Nuts. The company then decided to market it but on a sectional rather than national scale. In choosing the package a study was made of all competing cereal packages and, in addition, eighty-five different designs were submitted. Out of these eighty-five one design was chosen not because of its beauty but because it had the power of getting attention immediately and also of holding it.

Once the package and product were satisfactory, the company decided to test the cereal's possibilities in three different markets; a market where Grape-Nuts was strongly entrenched, a market which might be considered an average between good and poor, and a market where the parent product was not a good seller.

Carrying out the test idea still further, the company introduced three different types of deals, two of them merchandising deals for the retailer and the third a premium deal.

Testing still further, the company tried out several different styles of newspaper copy to get just the correct appeal.

Product Proved a "Natural"

In introducing the new product the company did not do any advertising until it had satisfactory distribution in a territory. Almost immediately the salesmen reported that they had a natural and that they were meeting a surprisingly small amount of sales resistance on the part of the dealers. Further, the company discovered that no matter which of the three deals was used to introduce the product, the sales volume was about the same. Equally gratifying was the discovery that repeat sales were almost immediately forthcoming.

At the present time the product has extended from the three territories into which it was originally introduced to nineteen out of the twenty-six sales districts into which the country is divided. In each of these nineteen districts the same advertising program has been followed.

First, there is a twelve-week newspaper campaign with advertisements of three different sizes, 9,100, 7,620 and 4,200 lines. These advertisements use photographic illustrations adopting the balloon technique of the comic strip. The various characters are made to say such things as, "Gee, Mom, let's have this all the time!"—"Another dish, or I'll give you a ticket!" (a policeman is made to say this), and "Gee, I wish I

owned a grocery store full of this!" (appearing with a picture of a small boy talking to his father at breakfast).

The pictures are packed full of human interest and the copy is comparatively brief. It is significant that the copy ties in definitely with the Grape-Nuts prestige and goodwill and points out that the flakes have the same delicious taste that has made the parent product so popular.

In addition to newspapers, the company has tied up with radio programs. Here the nature of the program has varied. In some territories it has been a straight product announcement while at present in the heavy campaign which is introducing the product to Chicago, the company is sponsoring the play-by-play broadcasts of major league baseball games.

In addition to radio and newspapers, the company has used farm papers in predominantly rural districts and also has used twenty-four-sheet posters in towns of more than 5,000 population. As a rule, the posters have been used some weeks after the beginning of the newspaper advertising, but in Chicago at the present time the company is using newspapers, radio and outdoor advertising simultaneously.

According to Mr. Ashby, the campaign has been so successful that the company is somewhat ahead of its original schedule. So successful has it been that at present the problem is not a sales problem but one of production.

Weston Hill with Reimers, Whitehill & Sherman

Weston Hill, formerly creative director of the Western division of Dyer-Enzinger, Inc., and, more recently, with the copy staff of Maxon, Inc., has been appointed copy chief of Reimers, Whitehill & Sherman, Inc., New York advertising agency.

Williams & Cunnyingham Add to Staff

Linn T. Piper, formerly with the H. E. Lesan Company, and F. W. Thurnau, for the last sixteen years with Vanderboof & Company, have joined Williams & Cunnyingham, Inc., Chicago advertising agency, as account executives.

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Thorough Trading Area Coverage Through One Newspaper

Favored Most by the Careful Space Buyer

ADVERTISERS are watching results more closely today—and here's the result in Milwaukee—

The Journal published 79 per cent *more* advertising linage than the Milwaukee morning-evening combination papers and the other Sunday paper* in 1931—86 per cent *more* in the first two months of 1932—91.8 per cent *more* in the first three months of 1932. The Journal's margin of leadership has increased steadily in the past five years and the trend has been especially pronounced in the past two years.

Advertisers who demand maximum returns from their advertising dollars concentrate in The Milwaukee Journal to sell the nation's twelfth market.

* American Weekly linage is not included.

THE MILWAUKEE JOURNAL

FIRST BY MERIT

Covers More than 80% of the Buying Power in Greater Milwaukee



McCann-Erickson adve

Each office an agency in itself equipped to give service

SAN FRANCISCO • SEATTLE • LOS ANGELES • VANCOUVER • MONTREAL • TORONTO • M

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takes imagination and courage to leave old levels, old habits, old thinking and old methods behind — particularly when the going is bumpy. But setting a course at a new level with proper guidance and weather-wise counsel has speeded up more than one business, these times, to a new schedule of accomplishment.

KSO Advertising

ped to service to clients • NEW YORK • CHICAGO • CLEVELAND • DENVER
VANCOUVER • MONTREAL • WINNIPEG • LONDON • PARIS • FRANKFORT, O. M.

Forget That White Collar—Put On an Apron and Sell!

Salesmen Calling on Smaller Retailers May Have to Do the Work of Porters and Stock Boys If They Are to Get Orders

By William E. Bomar

General Sales Manager, Frederick Stearns & Company

THE salesman of today has the greatest opportunity ever presented to salesmanship. He holds the key to a far greater success than he has ever experienced, if he will apply two simple things in his daily work. These two things are extremely elementary. They are:

1. Application of Fundamentals.
2. Servicing of Accounts.

The fundamental things are generally those which are the last to be done. The situation at hand seems to call for an intricate system of super ideas. As a matter of fact, if two or three fundamental and elementary things were done, the current sales and marketing problem at hand would no doubt be considerably improved.

In my experience, there are few things more difficult than to impress a sales representative with the importance of fundamentals in merchandising. Can anyone imagine anything more elementary than clean merchandise, reasonably priced in a mass display?

Cleanliness a First Requisite

Surveys and market analyses have proved that the basis of good retailing is cleanliness. I remember having asked a very successful chain druggist in Cleveland to what he attributed his outstanding business success, and he pointed to a gray haired Negro whose work it was to clean the store from front to back, and then reverse the process. This dealer told me that cleanliness was the first requisite of good retail selling.

The use of reasonably priced (ticketed) goods in a mass display is also so simple that its selling power is under-estimated. Successful department stores generally

are so organized that designated work is properly carried out.

The smaller stores do not have such organizations. Sales methods which have come to be recognized as distinctly modern and in keeping with the times are in reality only elementary and fundamental things, but they are not carried out in these stores. Sometimes it is because the owners lack the energy, but more often it is because the importance of the relationship of these elementary and fundamental things to their success and their profits is underestimated.

The Value of Simple Things

During a recent trip into many types of stores, I found it was the exception rather than the rule to see the *simple* things being done. I saw dirty and dusty goods, rarely if ever price ticketed, in a jumbled array on the counters and on the shelves.

So far as our own organization is concerned, we are going to issue instructions that our salesmen fully appreciate the value of fundamental selling; and that it is to be their work to see that their customers, insofar as our own goods are concerned, are completely conscious of a few simple selling facts. We are not going to confuse the issue by surrounding our sales problems with illustrious words, meaningless phrases and the like. We believe that by handling our problem with directness, the success of our efforts will be greatly increased. We are going to be as concise as possible, and state our desires in plain language so that our men can do what we are going to call servicing.

For a salesman to service an ac-



You're welcome at the front door!

Try to introduce yourself with a sample-case and see how far you get. But put your product in ***The Detroit News*** and your welcome will be assured!

Not only will your product be welcome at the front doors of the finest homes of Detroit, but it will also be welcome throughout the whole Detroit Trading Area. For ***The Detroit News*** is recognized everywhere as the great home paper of Detroit. ***The Detroit News has the largest circulation in Michigan with over 75% of the city circulation home-delivered. The News likewise has the largest circulation in every income group and reaches 71% of all homes in Detroit with an income of \$3,000 and over.***

The Detroit News

New York

THE HOME NEWSPAPER

Chicago

I. A. KLEIN, INC.

J. E. LUTZ

count may mean fewer calls and less immediate volume, but we are convinced that it will pay us in the long run. If this means taking off his coat, getting a dust cloth or even soap and water, to clean goods, or the rack upon which the goods are placed, it is the salesman's responsibility.

We would much prefer to have representatives make four or five calls per day and leave our merchandise in a salable condition, than to have them cover eight or ten stores and leave it to the dealer as to how he will display our products.

Tactfully Made Suggestions Are Not Resented

We can hear some salesmen say that you cannot run your customers' stores; also that some dealers resent such aggressiveness on the part of a sales representative. To this, however, I will say that I have been on the road many years, and I have yet to find such a dealer. Never have I been told that I could not clean and properly display any merchandise I so desired, so long as the suggestion was made tactfully.

Should a salesman come across one of those dealers who is so touchy and such a poor merchant that he will neither do nor allow to be done that which we know *should* be done, we will instruct the salesman that his time should be spent in more profitable outlets where the retailers are willing to co-operate in doing the simple things which will build mutual success.

If this means making porters of salesmen, then they will have to be porters; if this means making them stock boys, then they will have to be stock boys. Experience, however, has taught that it will not be necessary to clean, dust and arrange merchandise more than once or twice.

If the smaller retailers are to continue business in competition with people who practice successful methods, they must likewise adopt methods which will not only win customers, but hold them. I believe the salesman is the key to this situation. He knows his trade

so well that he is able to approach his customers with discretion. The salesman also has access to basements, stock rooms, and the use of the private office of the buyer.

I do not believe any merchant or store owner will refuse to do anything legitimate that will make more money for him, and the man who shows him the way will be amply rewarded by having a far greater volume of sales. So, from the salesman's standpoint, this procedure pays direct dividends.

Opportunities are abundant for outstanding salesmen. The salesman who applies servicing will soon know more about displays, the prices from which the greatest profit in sales returns are possible, product arrangements and so on, than anyone else in his territory. He will soon be looked upon as an authority on such things, and his practical experience will substantiate such a position. The dealers will begin to welcome his calls, for they will know that they will receive from him help and suggestions which are not available from the average run of salesmen. It doesn't take very long for a favorable reputation to start, and once started, the salesman soon becomes known beyond the limits of his own market.

General Foods Agency Appointments

General Foods Corporation has placed the following advertising accounts with Young & Rubicam, in addition to the General Foods accounts already handled by those agencies. With Young & Rubicam: Grape-Nuts Flakes and Minute Tapioca. With Benton & Bowles: Maxwell House Coffee, Post Toasties, Post's Bran Flakes, Walter Baker Cocoa and Chocolate, Log Cabin Syrup and Diamond Crystal Salt.

The complete list of major products of General Foods and the agencies handling their advertising in the United States is as follows:

Young & Rubicam: Postum, Grape-Nuts, Grape-Nuts Flakes, Jell-O, Swansdown Cake Flour, Minute Tapioca, Calumet Baking Powder, Franklin Baker Coconut, Sanka Coffee, and La France and Satina laundry products.

Benton & Bowles: Certo, Maxwell House Coffee, Post Toasties, Post's Bran Flakes, Walter Baker Cocoa and Chocolate, Log Cabin Syrup and Diamond Crystal Salt.

Wolcott & Holcomb, Inc., Boston, Birdseye Frosted Foods.

Apr. 21, 1932
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SUMMER PROFITS TOO

TOURIST season follows tourist season in Florida. On the heels of the last of the departing winter visitors comes the vanguard of summer vacationists seeking breeze-cooled seashore playgrounds.

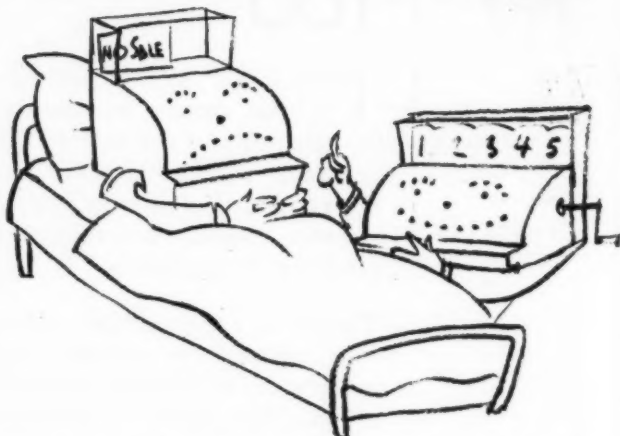
Theirs is an enormous vacation demand for bathing and watersport equipment, summer styles, foodstuffs, automobile supplies and other consumer goods.

And, like the able-to-buy resident population, these summer vacationists everywhere in Florida keep in touch with events in news and merchandising through Florida's Foremost Daily . . .

The Florida Times-Union
JACKSONVILLE, FLA.

Represented Nationally by REYNOLDS-FITZGERALD, Inc.
New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco

"Wha's a matter PINK INK?"



"Trouble with you, brother, is you're not eatin' regular—and Pink Ink is just your symptom. We cash registers have iron stomachs, but we've got to have plenty of good hard currency to chew on. If you're starvin' in the midst of plenty here in Chicago, it's because your boss doesn't know where to find the kind of grub that clinks. Mine does—he's quit squeezin' weak soup out of Scatterville at a loss—he's concentrating on Chicago alone through The Chicago Daily News—and I'm ringin' up sales as a result."

THE CHICAGO ADVERTISER

THE QUALITY QUANTITY CONCERNED

National Advertising Representatives

Copyright, 1932, The Chicago Daily News, Inc.

250 Park

GEORGE A. YORK

CHICAGO
Palmolive Building

PHILADELPHIA
Record Bldg.

DETROIT
New Center Bldg.

SAN FRANCISCO
Donadnock

CHICAGO'S packed with buyers—Scatterville's not. That's why it costs more money to "work" Scatterville than the territory is worth. Results: Pink Ink. You'd expect Chicago retailers to know *exactly* where the real Profit-Area stops and Scatterville begins—and they do. That fact explains why you'll find their sales messages focused in The Chicago Daily News. For over fifty years The Chicago Daily News has stayed out of Scatterville. Today it concentrates 96% of its total circulation in the zones of sales-at-a-profit—namely, Chicago and its forty-mile radius trading area.

Don't wait until your cash register shows a plain case of undernourishment. Reach the market that can feed it now—through The Chicago Daily News.

They Avoid Pink Ink by Concentrating—

The Chicago Daily News carried more DEPARTMENT STORE advertising in 1931 than the two morning papers combined.

It carried more GROCERY ADVERTISING than any paper in the United States.

In fact, here's the way the merchants of Chicago spent their money per reader in the advertising columns of Chicago's leading newspapers:

\$12.32 in THE CHICAGO DAILY NEWS (Eve.)

\$ 6.66 in the American (Eve.)

\$ 6.50 in the Tribune (Morn.)

\$ 2.71 in the Herald and Examiner (Morn.)

CHICAGO DAILY NEWS

CONCENTRATED EVENING CIRCULATION

Representative
50 Park Street
GEORGE A. McDEVITT CO.
NEW YORK

CHICAGO
San Francisco
Monadnock Bldg.

Financial Advertising Offices
NEW YORK
165 Broadway
CHICAGO
29 S. LaSalle Street

*Sells the
Merchandise*

The Rural Market Can't Be So Bad Down Where These Oklahoma Farmers Pay Income Tax!

OVER at Dustin, Oklahoma, farmers think the Red Cross is a fine organization—to *support*. They don't need its help. Rather, they can better use the services of an income tax expert.

"We have several farmers who made enough money to pay income tax," a Dustin banker said. "The income of one of our farmers was more than the net profit of any two business houses here."

And Dustin is just a typical rural Oklahoma community. Hundreds like it all over Oklahoma and North Texas are influenced twice each month by the selling power of Oklahoma Farmer-Stockman advertising.

203,362 A B C CIRCULATION

THE OKLAHOMA

FARMER-STOCKMAN
 OKLAHOMA CITY, OKLAHOMA

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New Products: How to Find Them

A Concrete Plan for Uncovering and Determining the Merits of Possible Profitable Additions to Present Lines

By Hamilton Martin

[EDITORIAL NOTE: Hamilton Martin is a pen name. The writer of this article thus disguises his identity because he is relating here the actual experiences of his company in developing new products. In fact, he himself is in charge of this work for his organization and he is therefore telling his own story—how he visualizes the probable selling strength of new items and how he makes them fit into the general merchandising scheme. The company in question is one of the country's largest advertisers.]

MANUFACTURERS in every field are looking for items that can be added to their present lines. The success in recent years of such new products as Pepsodent Antiseptic, Cryst-O-Mint Life Savers, Eveready Prestone and Ivory Snow, has spurred other manufacturers in their search for new ways to use existing and expensive sales and manufacturing facilities.

But there is no more helpless feeling in the world of business than that experienced by the person who has just been told to look around for some new products. Chasing rainbows seems, in comparison, a practical pursuit. The new product man soon realizes that there is no such thing as an established or traditional technique to help find new products. However, we have discovered some fundamental principles which should be of some help to anyone faced with this task.

The only real hope of success, we have found, lies in a definite program, carefully thought out.

There are two basic avenues of approach to the problem of finding new products: 1. Through the laboratory and 2, through the idea man.

Laboratory research is a valuable source of new products. But unless a company is spending large

sums of money for fundamental research of a general nature, out of which may arise new developments of major interest and importance, there is always the problem of conveying to the laboratory a specific problem. The laboratories must be told by someone how to spend their time; they must be given definite objectives.

The number of new products brought to a point of success without the help of technical men somewhere along the line must be distinctly limited, but the number first conceived and started on their way by sales and advertising men is legion. Many products, good profit-making products, spring from the minds of men who cannot differentiate between an ion and an ohm, but who have a nose for what the public needs or can be made to want.

We distinguish them between a "canned idea," to coin an expression, and a strictly "laboratory product."

Two Types of Organization

Just as there are two basic avenues of approach to the finding of new products, through the laboratory and through the idea-man, so there are two basic problems of organization:

1. A set-up to handle submissions, whether these submissions be simply ideas or whether they be concrete products.

2. A set-up to generate ideas and to dig up things to consider.

The first of these is relatively simple. It should not be difficult to organize a group competent to pass on things submitted. Such a group should include a good technical man, a good production man and a good sales and advertising man. If more than one sales division is involved, if the company, for example, operates one division selling high-priced specialties and

another selling low-priced shelf goods, each division should be represented.

One of the first moves of such a unit, after it has been organized, will be to make a list of qualifications against which to measure anything submitted. My company makes use of the following:

1. Can this product be classed as "over-the-counter" merchandise as distinct from specialties?

2. Can it be branded? Is it advertisementable?

3. Are any of the present manufacturers dominant industrial powers?

4. Does the product move through any of our trade channels?

5. Does the manufacture of this product require special facilities or sources of supply which we might not be able to, or wish to, obtain?

6. Is the product consumable?

7. Has the product general and ready acceptance or must a new idea be sold along with it?

8. Is the anticipated volume sufficient to interest us?

It is not good policy to consider such a measuring stick infallible. As a matter of fact, given a concrete product for consideration, a few questions like the following will usually do as much to clarify one's thinking as the most carefully worked out list.

1. What can we contribute to the manufacture, the sale, the merchandising of this product?

2. Are these important contributions?

3. Can they be readily duplicated by anyone else?

Now that the company is prepared to evaluate intelligently any products submitted to it, how is it to find products that seem to have profit-making possibilities?

Let us assume that you represent a company which needs shelf goods, a branded item of low unit cost running into volume. You can bring to such an item a good sales organization which has secured national distribution for your present lines, a good manufacturing unit equipped to handle certain problems of production, an efficient research laboratory now puzzled as to how to spend its time and, finally, sufficient money to promote an idea on a national scale.

The first fundamental concept, in a case like this, is the notion of *dominant products*. In every field of branded goods there are outstanding dominant lines. What is back of them? What creates this dominance?

It may be elementary, kindergarten stuff to ask and answer such questions, but don't forget that we are going to dig down deep and lay our program on the solid rock of fundamentals. We may say, then, in answer to the question, that *dominance* comes from Superior Acceptance, and that this in turn stems from several sources, as shown in the chart below.

In the case of a particular product one of these factors or more than one may be responsible for the



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Superior Acceptance enjoyed. Let us look, however, at the factor we have termed "Better Selling," keeping in mind that the term is designed to cover the whole range of selling, advertising and merchandising, and to embrace good contacts, good-will and sound policies. This leads directly to the second fundamental concept, *the difference that exists between the problems involved in promoting various kinds of products*, all, however, of the same nature and family.

Bear in mind that we are talking, for the purposes of illustration, branded shelf-goods—nothing else. We do not mean the difference between the problem of promoting a specialty and the problem of promoting a low-priced packaged product. We mean the difference between promoting this packaged product and that packaged product.

This difference is a matter, in the last analysis, of competition, and to clarify the concept the following classifications, into one of which any new product must fall, may be helpful:

1. Competition in Kind

To fall in this category a new product must be of such a nature as to compete directly with established packaged products designed for the same use. There are two ways in which the new product can attain a dominant position:

- A. It can rely on sheer weight of money to force a way to the top.
- B. It can outsmart the competition.

To illustrate, let us assume that you are equipped to manufacture and to market a new insecticide. You have no obvious and demonstrable product-superiority, but you can produce something at least as good as anything on the market, and you have a sales organization successfully contacting the proper trade outlets. You are set up, it would seem, to add such an item to your line. Should you recommend it?

You should recommend it only if you are prepared to outspend the present manufacturers of nationally known insecticides by a

very large margin for a period of years, or if you are convinced that you have a basic, fundamental sales or advertising idea of exceptional power. Otherwise your recommendation is indefensible, with the chances a thousand to one against success. The mere fact that you have the manufacturing facilities and the trade contacts is no reason whatever for believing you can successfully promote the product on a worth-while scale. The amount of money lost by sloppy thinking on this point, if back in the coffers of the companies which have lost it, would banish depression tomorrow.

There are cases, of course, in which a recommendation to outspend the other fellow can be justified. But such recommendations should be made with a full understanding of what is involved. As in war so in business—it is easier and less costly to defend than to attack. The advantage is all with the competitor. In general, a recommendation to market a new product in direct competition with well established brands, without marked and obvious product-superiority (and sometimes with it), can be justified only where there is a huge potential, where the possible gross for the industry runs into many millions.

Then, too, there are cases in which a recommendation to engage in direct competition, *competition in kind*, can be justified on the basis of sales and advertising ideas. But they must be good, good beyond the slightest shred of doubt—tested, proved, rock-ribbed and indestructible. You can sell that new insecticide, and with reasonable expenditure at that, if you can find a sales idea or a copy appeal which is truly powerful and which you can make your own. It has been done; it will be done again. But an advertising or a sales idea of such outstanding merit is a *rara avis*. If you can find it, well and good; if you can't . . . well, better move along to something else.

2. Competition Not in Kind

To fall in this category a new packaged product, advertisable and subject to promotion on a national

scale, must not compete directly with nationally established brands. There will be no competition of that nature; instead, there will be competition *not in kind*, competition with local brands of bulk goods, or competition only in the sense in which a product, any product, is in competition with all others for a share of the consumer's dollar. There are, that is to say, two kinds of products in this group or class.

To illustrate, let us assume that you discover a product being sold in bulk or under local brands. The promotion back of it is limited. The local brands, for instance, cannot stand the cost of local advertising. A national brand, however, could be advertised, and if promoted on a national scale might achieve the necessary volume. Here, perhaps, is an opportunity.

The Need Must Be a Real One

Again, you discover a latent want or need not satisfied by any product on the market. Here, indeed, is something real. You have arrived at the most promising of all the possibilities, and if the answer to that need is something relatively simple, "an idea in a can or bottle," you are set to go . . . always provided, of course, that the need is a real one and sufficiently widespread. There are on the market today many successful products which owe their genesis to just such discoveries: An appreciation on the part of sales and advertising men that the public needs a certain product for a certain definite and specific use, and that nothing made to satisfy that need exists.

To recapitulate, the new-products man, having dug down to fundamentals in his search for a branded, shelf-goods item which can be promoted on a national scale, arrives at these conclusions:

(a) He is going to pick an item with a good chance to attain a "dominant" position. Such dominance may come from one or more of the four basic elements which contribute to "Superior Acceptance."

1. Price Advantage.
2. Monopolistic Control.
3. Product Superiority.
4. Better Selling.

(b) He is going to look with special care at the factor "Better Selling," understanding that if he relies on this factor for success the item he picks will fall into one of two groups, characterized by the nature of the competition it is forced to meet.

1. Competition in Kind

(a) The new item will achieve success through sheer weight of money.

(b) The new item will rise to dominance on the wings of powerful sales and advertising ideas.

2. Competition Not in Kind.

(a) The new item will meet the competition of local brands or bulk goods. It will enjoy distinct advertising and merchandising advantages over such competition.

(b) The new item will be really new; new in the sense that it satisfies a latent want or need not satisfied by anything on the market.

We have taken, to illustrate a method, the fundamental concepts which must be clearly kept in mind by the man who is looking for a low-priced, packaged product. The same sort of effort, however, the same process of digging down to basic facts, must be instituted by the man whose interest lies in other fields. Then, and only then, can he proceed to formulate a program.

Such a program, in the case of our shelf-goods man, might be as follows:

1. Make a list of human needs not satisfied by products now on the market. Keep adding to it constantly.
2. Ask your salesmen in the field to be on the watch for local items not promoted on a wide scale.
3. Contact systematically the best sales and advertising brains you can get to meet and know.
4. Ditto for bankers and banking house executives.
5. Ditto for live-wire chambers of commerce.
6. Ditto for technical men, mem-

Why

4 MEN FLEW 5,000 MILES TO ATTEND A BANQUET..

The other day four Los Angeles men stepped off an American Airways plane in Indianapolis. They had come to attend the annual banquet of the "alumni" members of The Indianapolis News Newsboys Band. Thirty-two years ago this unique musical organization was formed from the ranks of The News' regular carriers. Since then 2,500 News carriers have been given the opportunity for a free musical education under the sympathetic guidance of J. B. Vandaworker, first and only director of the band . . . a man who combines in rare degree the qualities that make him an understanding friend and counselor of youth as well as an inspiring teacher.

Today these boys, grown to manhood now, are scattered to the four corners of the earth. Among them are a newspaper chain owner, bank presidents, ministers, missionaries, engineers, doctors, lawyers, professional musicians. Once each year they foregather at the banquet table to renew friendships . . . relive the experiences of their bandboy days . . . and honor their old friend and teacher, "J. B."

Only a deep-rooted attachment would move men to lay aside their daily tasks and fly 5,000 miles to be with boyhood buddies for a few hours. The public good will created through its sponsorship of an organization that inspires such sincere sentiment and lasting loyalty is one of The News' most prized and valuable assets.]

Member

Major Market Newspapers, Inc.

THE
INDIANAPOLIS NEWS

New York: DAN A. CARROLL, 110 E. 42nd St.

Chicago: J. E. LUTZ, Lake Michigan Bldg.

BALTIMORE, City of Dived



THE

MORNING



EVENING

SUN

SUN

New York: John B. Woodward, Inc.

San Francisco: C. Geo. Krogness

Detroit: Jos. R. Scolaro

Chicago: Guy S. Osborn, Inc.

Atlanta: Garner & Grant

St. Louis: C. A. Cour

Diversified Industry: Tin Products

A greater variety of tin products is manufactured in Baltimore than in any other city in the country. There are more than two score Baltimore plants engaged in the production of tin cans, decorated tinware, numerous tin specialties.

Latest available figures on annual production, as set forth in the U. S. Government's recently issued "Biennial Census of Manufacturers," credit Baltimore and its industrial area with an output of tin plate and various tin products valued at \$35,624,777, giving employment to 4,392 wage earners and 473 salaried officers and employees.

But the manufacture of tin plate and tin products represents only a few of the many commodities produced on a large scale in Baltimore. In and adjacent to the city proper are more than 2,200 manufacturing establishments.

Such diversity of industry, together with the unexcelled port and rail terminal facilities, explains why business in Baltimore is above average, and why unemployment is less than in other large cities.

BALTIMORE—a decidedly above-average market. And, as most advertisers already know, Baltimoreans are most readily reached through the columns of The Sunpapers—morning, evening and Sunday.

THE SUNPAPERS in March
SUNDAILY (M & E) 292,617

SUN
Osborn, Inc.
& Grant

LIKE Gaul, markets today are divided into three parts . . . those who *can buy*; those who *buy a little* and those who *can't buy at all*. All of which makes media selection either easier or tougher, depending upon previously formed space-buying habits. It ought to be obvious by this time that the purchase of agate lines on a census-taking basis increases nothing except the girth of the *waste*. *Selling* today means just what it has always meant . . . taking a sales story to points where *business can be had* . . . which suggests that *purses* and not persons alone are primary objectives in media selection. Reaching approximately three out of every four homes in those areas in Detroit from which emanates four fifths of all retail buying in this market, is the contribution of The Free Press to advertisers who are concerned about making advertising truly *effective* by virtue of its *buying power contact*. **THE DETROIT FREE PRESS**

bers of technical societies and similar groups.

Other points of contact will suggest themselves. The main thing to keep in mind is the fact that you cannot convey your needs to an advertising man, a sales executive, a banker or any other point of contact unless you have formed very definite ideas of what attributes a successful product in your field must have. Try to get the other man to understand your basic concepts. It will stimulate his interest and imagination.

Now suppose that you have found your item. Months of careful research work with jobbers, dealers and consumers lie behind you. You have built a case; you understand the points of strength and weakness of the item you propose. You are ready to recommend the final step, an actual sales test in the field.

The Hard Part Still Ahead

What then? Well, that is when you learn that the hard part of the job is still ahead. You still have to sell the idea to your organization, and your organization may not see the thing as you do. You are quite likely to be forced into the position of championing, with all the pressure you can bring to bear, a business success which no one (yourself included) can definitely forecast without an actual trial in the field.

The point was illustrated by a certain technical man who had reviewed the findings of his advertising colleague on an item which the latter was proposing.

"Well," said the technical man, "it doesn't look so good to me. But as I told them at the laboratory, 'if Blank wants to hang himself on this, let him go ahead.'"

Blank was visibly annoyed. "Hang himself," he echoed. "I don't care for that. What I'm recommending is not that we go into a business but that we make a test, an experiment. You fellows at the laboratory have made thousands of experiments that never brought results. Where do you get that 'hang himself' stuff?"

Introduce Four-Year Service Plan for G. E. Refrigerators

A special advertising campaign has been launched by the General Electric Company to introduce a new four-year service plan for its refrigerators. The new plan will protect purchasers of General Electric refrigerators against all cost of repairs on the refrigerator mechanism over a period of four years.

The new campaign will be financed by an appropriation of \$500,000 and will make use of business-paper, magazine, newspaper and outdoor advertising. This additional expenditure, according to W. J. Daily, sales promotion manager, will increase the advertising budget of the refrigeration department to over \$7,000,000.

Introductory copy for the new campaign describes the Monitor Top mechanism of General Electric refrigerators and explains the importance of the mechanism in mechanical refrigeration. It also features the new plan, stressing the fact that the buyer will be protected against all service and repair charges on the mechanism for three additional years beyond the standard one year warranty.

J. F. O'Brien with National Biscuit

J. F. O'Brien, formerly director of coffee sales and head of the coffee division of Arbuckle Brothers, has been appointed manager of the cereal division of the National Biscuit Company, which includes Shredded Wheat, Wheatworth and other cereals. He was at one time vice-president and director of sales of The Kellogg Company, Battle Creek, Mich., and later was with the George Weston Biscuit Company, Inc., Watertown, Mass., as vice-president and general manager.

Mr. O'Brien started his career in the food industry twenty-five years ago with the old Shredded Wheat Company.

G. E. Mizen Joins Cleveland "News"

George E. Mizen, recently with *The American Weekly* and, before that, manager of the Ohio office of *The Literary Digest*, has joined the national advertising department of the *Cleveland News*.

Gombines with Tracy Agency

W E H, Inc., New York, has combined with W. I. Tracy, Inc., advertising agency, also of that city. Arthur Z. Hirsch, formerly president of W E H, Inc., has been made vice-president and account representative of the Tracy agency.

Presbrey Elects K. W. Plumb

Kenneth W. Plumb has been elected vice-president and a director of the Frank Presbrey Company, New York advertising agency. Mr. Plumb has been with the Presbrey agency for eight years.

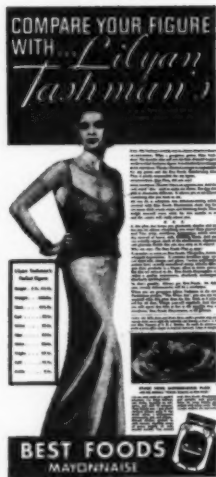
Using the Identical Campaign for Two Different Brands

COMPARE YOUR FIGURE
WITH *Lilyan Tashman's*



HELLMANN'S
MAYONNAISE

COMPARE YOUR FIGURE
WITH *Lilyan Tashman's*



BEST FOODS
MAYONNAISE

THE merger earlier this year of The Best Foods, Inc., a division of the Gold Dust Corporation, and Richard Hellmann, Inc., a division of General Foods Corporation, brought together in one company two brands of mayonnaise—Hellmann's and Best Foods.

At the time the announcement of this combination was made, it was stated that the identity of both brands would be maintained within the new company but that the operations of the two distributing systems would be merged. In a new advertising campaign which has just started on these two brands this policy of keeping their identities separate has been followed out as announced but—and here's the rather unusual angle—the same advertisements are being used for both brands.

The two newspaper advertisements illustrated with this article at first glance may appear identical and yet a second glance will show that one bears the logotype of Hellmann's mayonnaise and the

other that of Best Foods. Similarly it will be noticed that except for the brand names, copy in the two advertisements is also identical. Which advertisement is to appear in a certain city depends upon which brand of mayonnaise has the stronger distribution and appeal in that territory. For example, out through the West, Best Foods brand is firmly entrenched while Hellmann's distribution is stronger in the East.

The theme of the campaign—a diet of salads as used by prominent actresses to help keep slender—lends itself equally well to both brands inasmuch as it is an indirect approach to the use of mayonnaise through the suggestion that salads be eaten more extensively.

In addition to the newspaper campaign which calls for the use of over 300 newspapers, a radio campaign using thirty-six stations is being broadcast at different hours to reach both the East and Pacific Coast territories. This radio advertising brings a nation-

wide effort behind both brands and in this way is also helpful in covering those territories where the distribution of both brands of mayonnaise overlap.

In these overlapping areas, news-

paper advertising is also featuring a dialog between Billy Jones and Ernie Hare, entertainers on the radio program, in which each expresses a preference for one of the two brands of mayonnaise.

Angles on Space Buying

Let the Space Buyer Look under the Hood

By Frances E. Milam

Space Buyer, Harvey-Massengale Co.

YOU efficient buyers—yes, each of you, and I, too—like to gloat over the buy you got in your new coat, second-hand car, or recently acquired radio set—all bargains I'm sure. I say, you efficient buyers, would you purchase a new car without looking under the hood? Worse yet, would you buy one sight unseen? Never! No, never!

Generally speaking, that is not the way we do business, although let's confess some of us didn't lift up the hoods of those 1929 stocks that we wish we'd never encountered. But then that is our right of experience which proves the rule.

Fancy an advertiser choosing between two pieces of advertising copy without seeing the proofs! It just isn't done, that's all.

Then may I ask what is wrong with this picture, one with which space buyers are well acquainted?

Here, good reader, I want you to help stage this thing. You're to assume the role of space buyer. You will put up with it for just a minute, I'm sure.

You are, then, Mr. Statistic Burdened Spacebuyer. Into your presence comes the newspaper representative who, summoning together his entire repertoire of personality and concentrating it into a smile, suggests that he has just dropped in to see if there is anything that he can do for you. Of course, he wants to show you a booklet recently compiled by his paper, in fact, to go over it carefully with you. Okey.

Now, Mr. Statistic Burdened Spacebuyer, you add to your statistical burden, for the figures,

it can be seen, are presented from every conceivable angle, occasionally with a few inconceivable ones thrown in. That's over.

What do you think of the booklet? You become enthusiastic. You appreciate that it represents considerable outlay of time and money. He gives you a copy for your files. You accept it very graciously.

Frankly, the figures recommend his paper. They have aroused your interest in it beyond the ordinary. You decide that you would like to have a look at his product. You want to see what makes it tick. You want to raise the hood and take a peep.

You want to study it, analyze it from every angle, editorial content, features, news treatment, make-up, advertising volume and arrangement, proportion of news to advertising.

But unfortunately you note that our salesman friend has nothing so bulky as a copy of his paper, his product, about his person. They seldom do. Why is it?

Reader, your role as space buyer is over. You have a picture, except, of course, as the representative leaves he adds a final: "If there is ever anything we can do for you, please don't hesitate to let us know."

He is sincere about it, too. But it does make you wonder whether publishers have given one matter the consideration it deserves. Whole copies of the paper, another of the valuable guides for the space buyer, are too often absent nowadays.

This leads to another angle. The

question is possibly now in your mind: "Do not advertising agencies have copies of papers in their files? Haven't they schedules other than that under consideration running in the newspaper in question? Don't they have copies for checking purposes?"

How often your question has been answered by representatives of newspapers, who carefully explain that the tear-sheet-checking-bureau plan has been found, by publishers, very satisfactory; that they do not get complaints under this system, whereas when formerly whole copies had been sent they sometimes were called upon to supply duplicates because the post office had failed to make delivery.

Fourth-class matter, you know, is not supposed to get the care of first. Yet the A.B.C. statements show thousands of newspaper subscribers by mail who must be satisfied with delivery.

An advertising agency may run a dozen schedules in a paper yet not have a complete copy in the house.

Is it not worth while, then—

1. For the product to be examined when considering for purchase?

2. For the agency to check for possible omission? Because if omission has occurred (and that happens too often, willy-nilly) there can be no tear sheet, no nothing but speculation . . . and inability to render a complete billing. A complete and immediate checking of a whole edition of a paper is the only sure and safe way to catch omissions.

3. For the agency to be able to spread a copy of the paper before a visiting client who wants to visualize his copy in the publication and also to see what and how other advertisers are using its columns?

4. For the agency to be able intelligently to consider the advisability of paying for position?

5. For the agency to keep in constant touch with competitive copy trends, relating to size, theme, arrangement in the publication?

Is the tear-sheet plan complete and satisfactory?

M. H. Aylesworth Heads RKO

Merlin H. Aylesworth, president of the National Broadcasting Company, has been elected president of the Radio-Keith-Orpheum Corporation, succeeding Hiram S. Brown, who remains with the company as a director and in an advisory capacity to the new president. Mr. Aylesworth will continue also as president of the National Broadcasting Company.

Benjamin B. Kahane has been elected vice-president of RKO and David Sarnoff, president of the Radio Corporation of America, has been made chairman of the board and chairman of the executive committee of RKO.

Owen D. Young, Gerard Swope and Andrew W. Robertson have been elected members of the executive committee. Mr. Swope and Mr. Robertson have also been made directors.

C. E. Stedman Leaves Celotex to Organize New Company

C. E. Stedman, vice-president in charge of distribution of the Celotex Company, Chicago, has resigned to organize a new company at that city which will market a heating, cooling and air conditioning unit. Mr. Stedman has been associated with the Celotex company since its organization in 1921 and was in charge of general distribution of Celotex products for more than seven years.

Harold Knapp, general sales manager of the Celotex Company, has been appointed to assume complete direction of the company's distribution activities. He joined the company five years ago as assistant general sales manager.

Elliott Service Advances

C. B. Hutchins

C. B. Hutchins, who has been covering the Pacific Coast territory with headquarters at Chicago, for the Elliott Service Company, New York, has been appointed Pacific Coast manager. He will have his headquarters at Seattle.

Advanced by Cuneo Press

David E. Plews, formerly manager of the catalog service department of the Cuneo Press, Inc., Chicago, has been appointed sales manager.

L. C. Werden, previously sales manager, at Chicago, is now general manager of the company's Philadelphia plant.

To Represent Screenland Unit in West

The Screenland Unit has appointed Macy & Klaner, Inc., publishers' representative, Chicago, as Western representative of *Screenland* and *Silver Screen*.

Joins Typographic Craftsmen

Milton B. Rosenberg, formerly with Lord & Thomas and Logan, Inc., has joined the staff of Typographic Craftsmen, Inc., New York, as type consultant and art director.

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IN YOUR HAT

Paste this in your hat where it will be handy for ready reference:

You can read a newspaper for any reason you like, and refuse to read another on the same basis. If you miss something good in a newspaper because you won't read that newspaper, that is your loss alone.

But if you buy advertising space in newspapers and let your *reading standards* govern your selections, then not you alone, but your business as well, may suffer loss.

The Chicago American may or may not suit you as a newspaper reader, but it certainly should suit you as a newspaper advertiser, for it is by far the largest and most productive evening newspaper in America's second largest market.

CHICAGO AMERICAN

a good newspaper now in its ELEVENTH YEAR of circulation leadership in Chicago's evening field

National Representatives:

RODNEY E. BOONE ORGANIZATION

★ ★ ★ 98% OF TRUE STORY ARE GAINFULLY EMPLOYED

*Eleven-City Survey Definitely Establishes Fact
That Only Newsstand Sale Guarantees Reaching Employed
Readers with Buying Power.*

IN announcing the new price of 15c per copy, True Story is the first magazine in history to accompany such a statement with a market survey which proves the superiority of newsstand circulation.

This study establishes the fact that newsstand sale selects interested readers and selects them only when they are employed and financially able to buy!

The investigation was conducted by the William C. Keenan Company in eleven cities picked to give an adequate cross-section of the United States. Personal calls were made among identified True Story newsstand readers who were known to have read the magazine in 1931.

By this method we can give advertisers the economic status of families reading True Story at the present time as well as of those who have discontinued buying the magazine. Here are the results:

In 98% of the families buying True Story at the present time, the head of the family is gainfully employed; their purchasing power has not been affected by the depression.

83% of the families who have quit reading True Story did so because they are out of work and have no money. With almost no exceptions these families are not buying any newsstand magazines at any price. They are definitely out of the newsstand

NEWSSTAND SALE RECHECKS TO CHECK

RUTORY FAMILIES LLMPLOYED ★ ★ ★ ★

hes Fact
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per copy, market while they remain unemployed. In some instances, however, these families are still receiving magazines as a result of subscriptions purchased at a previous time when they could afford it.

Actual case studies are available of every family called upon—we invite your inspection of these studies and of the complete findings of the investigation.

True Story families are gainfully employed; there is no waste circulation among depression families. True Story families buy the magazine regularly when the pay envelope is regular—when the pay envelope stops, so does True Story.

These facts are extremely logical. The public looks upon magazines as a luxury in which they can afford to indulge themselves while they are employed and have money. When employment stops and money is less plentiful the newsstand magazine is the first expenditure to be curtailed.

True Story, at 15c, is now in keeping with the times. It will broaden our market among employed readers with purchasing power—increase the frequency of reading on the part of occasional readers and result to the benefit of every advertiser.



KS TICKET-BOOK EVERY MONTH

Worcester, Massachusetts

NEW ENGLAND people spend over \$650,000,000 a year for Automobiles (including accessories)

IN WORCESTER— NO OTHER ADVERTISING MEDIUM IS NECESSARY

The Telegram and Gazette, alone, afford adequate coverage of Worcester, second largest city of Massachusetts and one of the most stable cities industrially in all New England.

93% OF ALL NEWSPAPER BUYERS
in the city of Worcester, buy the
Telegram or Gazette.

85% OF ALL WORCESTER FAMILIES
who regularly, every day, receive in
their homes a Worcester newspaper,
read the Telegram or Gazette in
their homes six days every week.

7% DO NOT BUY—Of all the people
who buy newspapers in Worcester,
only 7% fail to buy the Telegram
or Gazette.

Not a dozen newspapers in competitive fields throughout the United States cover their respective communities as thoroughly as the Telegram and Gazette blanket the rich, stable, industrial Worcester Market.

Average Net Paid Circulation for the Year 1931

***Daily, over 105,000 **Sunday, over 53,000**

**No other Worcester daily has one-third as much.*

***The Sunday Telegram is alone in its field.*

THE TELEGRAM-GAZETTE

Worcester, Massachusetts

George F. Booth, Publisher

Paul Block and Associates, National Representatives

New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles

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"Let's Advertise This Hell!"

How the United States Could Spend \$50,000,000 to Advertise Against War

By Bruce Barton

Chairman of the Board, Batten, Barton, Durstine & Osborn, Inc.

[EDITORIAL NOTE: An appropriation of \$50,000,000 a year to be spent by the U. S. Government to advertise against war! That is the proposal made by Bruce Barton in an article in *The American Magazine* for May, out today. A part of this article is being reprinted here by special permission of the publishers.

Mr. Barton commences his article by pointing out, first, the power of advertising in molding public opinion; second, the apparently trivial and preventable incidents that start wars, and, third, the awful costs in men and materials that are the inevitable results of a declaration of war. Then he gives his specific recommendations for a tremendous advertising campaign.]

AS an advertising man, I hold that the facts presented call for a tremendous, continuous, world-wide advertising campaign. Specifically, I make the following proposal:

That the next national administration reduce the total cost of the United States army and navy 5 per cent (exclusive of non-military activities of the War Department). This would make available an annual fund which would finance the following advertising campaign:

1 full page each month in the leading weekly and monthly magazines, women's magazines, farm papers, and religious and fraternal magazines, \$2,500,000.

4 full pages each month in 1,926 daily newspapers, \$14,560,000.


4 full pages each month in 12,212 country weeklies, \$30,000,000.

4 monthly half-hour radio programs, \$875,000.

4 full pages a month in the leading daily papers of London, Manchester, Liverpool, Glasgow, Edinburgh, Berlin, Vienna, Paris, Rome, Moscow, and Leningrad, \$690,000.

In other words, a continuous, dominant, all-the-year-round campaign on War and Peace, prepared by Americans for the American people, but reprinted in the newspapers of the principal European

A HOSPITAL WOULD SAVE HIS LIFE—



but he will have to die

You had, little fellow, but you will have to die.
Some of the hospitals are full, others are running short
time or not at all, because of the lack of money.
It takes a lot of money to run America's hospitals. Oh,
you, a lot of money, a billion dollars a year.
You see, we spend our money in the war. It was a very
expensive war. It cost the nations of the world almost a
billion dollars every four days.

THE ANNUAL BUDGET OF ALL THE HOSPITALS
 ALONG UP, IN POWDER AND THE FIRST OF BONES!

Here's the Type of Advertisement Mr. Barton Suggests for His Campaign Against War

capitals as evidence of America's earnestness and willingness to back up her peace ambitions with self-education and hard cash.

The campaign would attack the subject from every angle. It would, for example, deal with the cost of war in money and in human suffering.

This part of the campaign lends itself to endless variations. With it would go advertisements presenting the devastating character of the next war, to which reference has already been made, and showing from our recent experience, how silly is the notion that, in this modern close-knit world, any nation can "win."

But these themes would represent only a part of the effort. Another, and in some respects even more important, part would be a conscientious attempt to educate the American people to a real appreciation of the problems of the other nations of the world. (In the second and third and succeeding years we might venture to attempt to educate other nations as to *our* thinking and problems. But, to convince them of our sincerity, the first efforts should be to show them that we were trying our best to understand them.)

Frank H. Simonds, famous war correspondent and authority on foreign affairs, has given a picture of our attitude toward the problems of Europe. We sit off here at a distance of three thousand miles and assume moral superiority. We say to ourselves: "Those Europeans are forever quarreling. Why in the world don't they sit down like sensible men, around a table, and settle their silly little disputes? What is all this talk about the Polish Corridor, and Italia Irredenta, and Czechoslovakia, and the restoration of Hungary, and all the rest? They are always squabbling about their tiny, foolish countries. Surely, they must be inferior. Look at us."

Says Mr. Simonds:

"Almost never do British and American critics of German and Polish policies, in respect to the Corridor, attempt to translate these European issues into the political circumstances of their own lives. Thus Americans, who in the name of world peace, unhesitatingly demand German or Polish sacrifice in the matter of the Corridor, would be astounded at the mere suggestion that the United States should cede New England to Canada or California to Mexico. Yet the sacrifice would not be disproportionate to that which they require of the Continental peoples. Similarly, Americans, who would regard it as a piece of unimaginable impertinence for European public opinion to demand international protection for the rights of the Negro majorities in various Southern States, solemnly urge such protection for the rights of minorities

with various national frontiers in Europe."

We talk wisely about "restoring" this or that slice of Europe to one country or another because it was taken from that country fifty or a hundred years ago. Suppose someone were to suggest that we restore Texas to Mexico, from whom we took it. How far would that proposal get with our Government? And if, conceivably, it should be agreed to at Washington, how far would it get with the Texans?

We assume that if a few American business men could sit in with the quarreling diplomats of Europe they could rearrange the boundaries, settle the disputes, and insure peace. And while we are cherishing this naïve illusion I can name a great American industry which is absolutely controlled by four major firms. Yet these four, all speaking the same language, all having the same objective—to make a reasonable profit on their operations—refuse to sit down and reach an intelligent agreement, preferring to cut the profit out of the industry and bring all four firms to the verge of bankruptcy!

What Europe Needs from Us

What Europe needs from us is not more long-distance advice but more understanding. Until we have that understanding, in some degree at least, our repeated conferences on disarmament merely intensify the ill-feeling. As Mr. Simonds puts it:

"Conferences, rashly summoned, have led only to the exacerbation of national passions and international resentments. This fact explains the Geneva axiom that one disarmament conference is more disastrous for world peace than three battles in actual war. The same thought was disclosed in the prayer of a London clergyman after the Naval Conference—'Give us peace in our time, O Lord, peace without conference.'"

Mr. Simonds is pessimistic, as are most authorities who travel much around the world. I am not pessimistic because, in the advertising business, we care little about the so-called leaders. We deal with

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the ultimate consumers, the masses. We know that underneath the fanfare of politics and government are millions of men and women like ourselves, in every country, who care nothing about politics. These people are interested in keeping the apple-cart of civilization steady on its wheels, in earning a living, paying their bills, raising their children.

Their tragedy is that their information comes to them, in times of peace, in the shape of inflammatory and distorted utterances of second-rate statesmen, and in times of war in the form of out-and-out lies known euphemistically as "patriotic propaganda." How much was spent in this country during our brief period in the war to keep us convinced that the Germans were monsters, committing every conceivable outrage? If such an advertising campaign represents a justifiable expenditure in war, why isn't the Government justified in spending an equal amount in peace to help us to understand the Germans, the French, the Poles, and all the others and to realize how important is their good-will as customers?

Let's Send Congress Abroad

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After our proposed campaign had been running long enough to win the confidence of the rest of the world in its sincerity, the effort could be extended. What we ought to do is to provide an annual three-months trip to Europe for our whole Senate and House of Representatives, and then bring all the members of the English, French, German, Italian, and Japanese parliaments over here.

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Who is the chairman of our Senate Committee on Foreign Affairs? Senator Borah, who hails from Idaho, over five thousand miles from Europe and over five thousand miles from Japan, and has never been abroad in his life. Who is Mussolini? A young man from Milan who has hardly been outside of Italy. These are the men who stand up and make speeches, who are supposed to lead us to a better understanding of the people of other lands.

Ultimately in our campaign we might reach the point where we would dare to introduce a little ridicule into the whole business of war. Once that point was arrived at, war would be really on its way out. Think how the public squares of the whole world are littered with statues to generals and admirals. And what a lot of bunglers most of them have been! The statues of these men would gradually disappear, as the campaign became more effective, until no war memorial would be left but the tomb of the Unknown Soldier. At that tomb the ruler of every country should bow his knee once a month in humble recognition of the wrong which so-called statesmanship, through the ages, has inflicted upon the defenseless masses of men.

Summing it all up, I repeat that, from an advertising point of view, the present effort of the world for peace is ridiculous beyond description. Motoring is a widespread and pleasurable activity, yet the automobile companies of the United States felt it necessary to spend, in the bad year of 1931, many millions of dollars in advertising to maintain and stimulate the passion for motorcars. The idea of permanent peace runs counter to all the primitive passions of humanity, yet we propose to establish the triumph of *that* idea with a few kindly old gentlemen, a piece of paper, a blotter, and a fountain pen.

We pray. We utter pious speeches. We weep at the tomb of the Unknown Soldier. But when it comes to money we Americans spend one billion dollars as interest and principal on our debt (chiefly the cost of the last war), nearly one billion dollars in pensions and service to the veterans of former wars, and more than seven hundred millions to the army and navy. But only a fountain pen for peace!

Meanwhile, time passes; a new generation of boys grows up, filled with outworn ideas of glory.

War is not glorious. War is silly. Nobody can win a modern war. "War," said General Sherman (and he hadn't seen anything yet), "War is Hell."

Let us advertise this HELL.

Photographs from Salesmen

TRACY-PARRY COMPANY
Advertising
PHILADELPHIA, PA.

Editor of PRINTERS' INK:

I am wondering if in the past you have published any information which would guide salesmen, or other representatives, in securing photographs of machinery in use by their customers to be used for advertising purposes.

Not all salesmen are acquainted with the things which should be taken into account in arranging for suitable advertising photographs and it seems to me that some organization may have made up instructions to guide them as it often is necessary to depend on salesmen in the field.

W. A. KIRKPATRICK.

IN order to get good photographs for advertising purposes, the International Harvester Company taught a large portion of its field selling organization the high art of photography. It started this job by compiling a manual on "How to Take Pictures for the Harvester Company."

The introduction points out that "Photographs play a very important part in the company's adver-

tising program. So necessary are they that men travel thousands of miles every year for the sole purpose of securing pictures of our machines and work in the localities for which they were designed."

After telling the difference between good and bad photographs, a few simple rules are laid down. These rules can be adopted by almost any industrial advertiser.

1. Never have any more people in a picture of a machine than are necessary for its operation.

2. When taking a picture of a machine, do not let the operators look at the camera, but have them all tending to their business.

3. Do not take pictures with unsightly backgrounds.

4. Do not take pictures of machines that have home-made equipment on them.

5. Choose a setting for your picture with great care.

6. Take pictures of machine in the field from an elevation.—[Ed. PRINTERS' INK.]

Medical Group May Advertise Location Only

The council of the Chicago Medical Society has notified the board of trustees and medical advisory board of the Public Health Institute, whose advertising program has been the subject of controversy for the last several years, that the institute can remain ethical only by restricting its advertising to a statement of location and the class of patients treated. The decision was rendered in response to a request from the trustees of the institute for specific recommendations on advertising.

A letter to the president of the institute's board of trustees said, in part: "The claim that the institute is conducted on a 'not for profit' basis is one of the cardinal features of its publicity campaign. For this reason, if no other, the temptation to solicit business for commercial success seems wholly unnecessary, and hence the Chicago Medical Society feels that the unethical advertising could be readily abandoned without injury to the institute and with definite relief to the public."

Walter Noble Burns, who was well known as an author and was at one time associated with Vanderhoof & Company, Chicago advertising agency, died at that city last week. He was fifty-nine years old.

F. D. Gonda Takes Over New Duties with Einson-Freeman

Francis D. Gonda, vice-president of the Einson-Freeman Company, Inc., lithographers, specializing in window and store display, has returned to the headquarters office at Long Island City, N. Y., to take charge of that organization's creative and sales development activities.

Mr. Gonda has been associated for several years with the Einson-Freeman Company.

Mr. Gonda has been directing Western sales with headquarters at Chicago.

West Virginia Paper & Pulp Appoints Pittsburgh Agency

The West Virginia Paper & Pulp Company of New York, manufacturer of book, printing and kraft papers and pulp products, has appointed Ketchum, MacLeod & Grove, Inc., Pittsburgh, to direct its advertising account.

New Account to Archer

The A. Nash Tailoring Company, Cincinnati, has appointed the Archer Advertising Company, Inc., of that city, to direct its advertising account. Business papers and direct mail will be used.

Mourning Becomes ... Unnecessary

Those soft days when anybody could make a profit on anything, any time, are gone . . . perhaps for a long time.

Right now your prospects are a bit uncertain about what they should buy, if at all . . . or from whom.

This means just one thing—doing a better selling job. Take your printed things—

**BOOKLETS
FOLDERS
CATALOGS
POSTERS
BROADSIDES**

Every one must be planned with extra care—and printed with extra care.

■ Our aim in these days is to give each customer a mighty big dollar's worth for every dollar he spends with us. ■

CHARLES FRANCIS PRESS

PRINTING CRAFTS BUILDING

461 Eighth Avenue, New York, N. Y.

Use this True Yardstick of Consumer Buy- ing Habits . . . and you banish the specter of "below-cost selling"

MEASURE your office with a "yardstick" which is actually a foot short and you get a wild over-estimate of space.

An error, just as gross—colossal in its scale—has unknowingly been made for years by big business. This error, so simple yet so world-shaking, was the measurement of consumer buying power by the inadequate "yardstick" of retail sales. And this error was unavoidable.

For, amazingly enough, never until now has an over-all study been made of *complete* consumer buying and buying habits.

Just look at the chart. The black line shows the *complete* consumer buying for the last 50 years. The colored line shows total retail sales throughout the same period.

How can these two be so different? The answer is simple—yet alarming. Fumbling in the dark, business has falsely assumed that retail sales were an accurate yardstick to measure complete consumer buying habits. It has quite overlooked the vast volume of sales made through other than recognized retail outlets.

Furthermore, business has hitherto been fumbling on another vitally important point. For it has never been able to discover how much of the consumer's dollar has been diverted away from the purchase of physical products—has been spent increasingly for "services".

For example, a dollar spent on food to be used in the home means an actual dollar spent in retail purchase of food products. But . . . a dollar for a meal



True
Buy

a restaurant means about sixty cents for "services" and only about forty cents for actual food products. And the consumer of today eats twice as many of his meals away from home as he did ten years ago.

There are, of course, countless other ways, too, in which the consumer has

tion . . . the inception of installment buying . . . and the end was not yet. For manufacturing, still outrunning consumption, reached and passed inevitable saturation points.

Crash! . . . ton upon ton of once valuable products, now almost valueless, virtually given away! Other millions

of dollars' worth sold below cost, as distress merchandise. . . Capital dissipated on a gigantic scale.

In the darkness of the depression thus created comes this survey of consumer buying, like a brilliant flare-light which reveals the exact dangers and nature of a shell-pitted No-Man's Land. For it gives the first complete picture

of America's consumer buying.

This series in *The Business Week* is therefore the most vital that has ever been placed before American manufacturers. These studies show in effect that unless the individual manufacturer adopts the true yardstick of complete consumer buying habits—and re-shapes his activities accordingly—his capital will ultimately be dissipated through the production of unwanted goods and consequent cut-throat, selling-below-cost competition. The first of this series of twenty articles will appear in this week's issue of **THE BUSINESS WEEK**. Subscription rate: \$7.50 per year. In Canada: \$10.00.



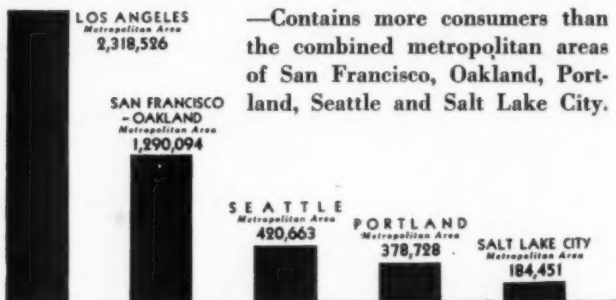
to different use a larger proportion of his dollar for "services" and a smaller share for physical products. Such sales "services" range widely, from the hair-filing of the manicurist, to the cocktail-shaking of the bartender in the speakeasy. They include Transportation, Personal Services, Recreation, Health, Education, Social Activities, Direct Taxes, Civil Services.

Thus, the consumer has never bought a large quantity of physical goods as his total purchases would seem to indicate.

Manufacturers, in ignorance of these facts, have manufactured more physical goods than consumer markets would absorb. Result: Overproduc-

THE BUSINESS WEEK

LOS ANGELES METROPOLITAN AREA POPULATION 2,318,526



—Contains more consumers than the combined metropolitan areas of San Francisco, Oakland, Portland, Seattle and Salt Lake City.

The Los Angeles Times, as the only home-owned Los Angeles newspaper, furnishes an outstanding and unduplicated advertising service in the fourth largest market in the United States.

The Times prints more copies after midnight than any other Los Angeles newspaper; exceeds every other local paper in number of copies delivered to homes; rates first in coverage throughout Los Angeles' suburbs and trade area. Backing up a matchless coverage with a high degree of reader confidence and good will, The Times regularly leads all Pacific Coast newspapers in volume of advertising. Today, 26 out of every 100 Los Angeles display advertisers give their full appropriations to this one great home-owned newspaper.

Los Angeles Times

Representatives: Williams, Lawrence & Cresmer Co., 285 Madison Ave., New York, N. Y.; 380 N. Michigan Ave., Chicago, Ill.; 16-169 General Motors Bldg., Detroit, Mich.

Agencies Hold National War Council

Four A's Meeting, Called to Consider Ways to Fight Depression, Brings Together All Elements of Advertising

A FEW weeks ago the officers of the American Association of Advertising Agencies had a momentous meeting. They were to decide an important question: Should the fifteenth annual convention of the Association scheduled to meet at Washington on April 14 and 15 be held?

Conventions cost money—plenty of money expended both by the organization and its members. It did not seem just decent, some way or other, economic conditions being as they are, to spend this money. Advertising agencies, the same as all other wisely administered businesses, have been exerting themselves during the last year to stop up leaks and eliminate all unnecessary expenses and overhead. Did the convention come within the latter classification?

"Let's not strike our flag in the face of this economic crisis," advised a prominent Middle Western advertising agent. "If these meetings are ever of any use we certainly need the 1932 session."

This counsel prevailed and the meeting was held at Washington last week.

"And it was more than worth while," President John Benson tells PRINTERS' INK. "The money was well spent."

It was by way of being an emergency war council called, according to Mr. Benson, for these two main purposes:

1. To consider all possible ways and means for the member agencies to make more money under present conditions.

2. To do the same thing for customers of the agencies.

Announcements and invitations under this set-up were sent to many other than members of the Association and the result was that the meeting represented a very fair cross-section of the advertising, merchandising and publishing industries of the United States.

Numerous members of the Association of National Advertisers were present. The Audit Bureau of Circulations was represented among others by P. L. Thomson and O. C. Harn. The Advertising Federation of America was present in the person of Gilbert T. Hodges. The Radio Broadcasters delegation was headed by Henry A. Bellows, vice-president of the Columbia Broadcasting System. There were publishers of newspapers, magazines, farm papers and business papers.

It was a general advertising meeting.

The agency part of the general proposition of how to make more money in the time of depression was considered behind tightly closed doors at two executive morning sessions. The problems of the advertisers and others held the attention of two general afternoon sessions, the second of which was devoted wholly to radio.

If Clients Could Have Listened In

If the clients of large American agencies could have got beyond those closed doors they would have heard some illuminating things showing how scientifically the agencies are going about improving their service in this time of stress. They would have learned also that during the height of the depression the Association members are turning back into service for their clients the major part of their 15 per cent commission—that much-talked-of commission which some advertisers think is so large that it should be split with them.

It was brought out, for example, that the average operating cost of eighty-eight member agencies during 1931 was 99.13 per cent of their gross returns realized from 15 per cent on their billings.

Thus, the net profit for the year was .87 per cent as against 9.4 per



In the center is Henry T. Ewald, newly elected chairman of the board of the American Association of Advertising Agencies. On the right is Arthur H. Kudner, newly elected vice-president and on the left G. Lynn Sumner, newly elected secretary

cent net in 1929, when 90.6 per cent of the agencies' gross commissions represented the general operating cost.

The difference, of course, was caused by a shrinkage in billing volume without any corresponding decrease in service.

A study of the balance sheets submitted by these eighty-eight reporting member agencies, however, showed the inherent financial strength of the agencies despite their almost unprecedentedly low net profits. Out of the eighty-eight there were thirty-four with an A credit rating and thirty-three with a B rating. Eight balance sheets were returned by the Association for correction of errors in figures and only four were adjudged as being not entitled to any rating. All the rest were rated C.

At the two closed meetings the members discussed ways and means of pushing up the net profit a few notches. There was general consideration of technical subjects relating to the economical and efficient operation of an advertising agency. But for the most part, the deliberations took in ways of extending better service—writing better copy, visualizing more correctly the consumer's attitude under present conditions and in doing a more intelligent merchandising job. It was recognized that the interests of the agency were tied up closely with those of the ad-

vertiser and that the way for the agency to make more money was, first of all, to help the advertiser make more.

The question of mergers was one of the technical points considered at the closed meetings looking toward a general improvement and increase in efficiency in agency service. This discussion was led by H. S. Gardner, president of the Gardner Advertising Company. He brought out the thought that inasmuch as agencies were combining departments it was quite natural that they should think of combining themselves.

"No merger should be entered into," he said, "without a definite and substantial reason, some real and lasting advantage on both sides.

"For example, geographic spread of service may be needed when clients expand. Opening branch offices costs money, often more than can be earned. It may be cheaper to combine say a Chicago and a New York house for East and West. I have known cases where a Western agency had access to Eastern business which could not be handled from Chicago nor by a New York office. Only a combination would suffice. Coast agencies feel the need of Chicago or New York connections to handle national business out there and the East and Middle West are often in need of Coast service to take care of clients operating all

over the country. This makes the basis for a merger."

Mr. Gardner declared against merging merely for the sake of volume, saying it was unsound.

"Being big is not an advantage unless it allows a better profit," he said, "or more security or supports a better service. I believe also that merging to raise the standard of one's business or the grade of one's clients is unwise. The other fellow does the sweetening and does not care for the mixture unless he gets a price which may be too high. Then there is trouble sooner or later.

"In the first stage of a merger, all is enthusiasm, everybody expects big things and is determined to be a team worker. Then the bloom rubs off and each side sees blemishes in the other. It is like getting married late in life.

"After having once embarked on a merger, each side should determine to stick and go through. In the end if the fundamentals are sound all will be well.

"Intangibles are so large a factor in our business that you cannot settle shares by any mere mathematics. Personal elements enter in an individual momentum. Advertising men, especially the creative type, have to be happy to do their best. Any feeling that they are not appreciated rankles and is worth money to overcome.

"From my experience with such situations, I should say that shares should stand for at least three years. Merger is marriage and marriage should be for better or for worse. I have known of some dangerous situations precipitated by impatient partners who could not stand to see their billings exceed the other fellow's without adjustment. This is poor sportsmanship and poor business.

"In times like these when volume is shrinking unevenly in different lines of business both sides of a merger should be tolerant of each other's results. It is a time to stand by the ship."

President Benson led the discussion on "How to Manage an Advertising Agency in These Times to Make a Profit or Minimize

Loss." He insisted that talking about fighting a deficit, or retrenching and economizing unavoidably plays against a background of depression. Nevertheless there was no use blinking at the facts.

"Even with reduced forces," he said, "agencies have been intensely active in soliciting new business. I am glad to say that among our own membership there is a pleasing adherence to the rules of ethical procedure.

"But the amount of extra work which some competing agents offer to do for nothing in spite of low billings is a scandal. It undermines the agency in charge which is trying to get a reasonable pay for extra work done when the billing is no longer enough to finance even minimum service. This is deplorable. It shows depreciation, a lack of business sense, rotten competition.

"Many a client, I believe, would be perfectly willing to pay his agency a suitable fee or a minimum compensation when his billing falls below a net profit level if he were not importuned by competing agents to take them on without pay. This not only demoralizes profits; it lowers the respect of advertisers for the agency business.

"Agency after agency tells of undermining attacks on its clients by competitors who do not hesitate to slur the job being done and the agency doing it.

A Study on Turnover of Accounts

"In this connection I might mention a study we have been making at headquarters of the turnover in accounts during 1930 and 1931. We took the 150 leading advertisers, with 255 subsidiaries, and figured the percentage of turnover between 1929 and 1931 at 25.3 per cent as against 14.2 per cent covering the four-year period of 1922 to 1925, and 16.6 per cent covering the three-year period from 1925 to 1928. This would indicate quite a substantial increase in turnover during the last three-year period of 1929-1930-1931, as might be ex-

pected at a time when advertisers are restless and cast about for new blood. A still higher turnover may have occurred in smaller and less stabilized accounts than the 150 leading groups.

"If competitive efforts were put on developing new opportunities for clients and new possibilities of advertising in industries now stagnant because of obsolete merchandise and out-of-date methods our business would be immensely better off and the individual agency also.

"The other side of this problem of keeping out of the red is what appears on the face of things to be a curtailment of expense, but is in reality, to a marked degree, a deflation of waste, of inefficiency, of wages out of line with the job, of careless spending. Remuneration in our business, as in many others, is finding a level more in keeping with earning power for the business; and inequalities are being ironed out. During a period of boom, agencies reach for men and outbid one another, thus establishing a false level of pay and one that differs widely for the same function in different houses."

One Session on Copy

One closed session was devoted mostly to advertising copy. At this the main addresses were made by Raymond Rubicam, president of Young & Rubicam, Inc., and Kenneth Groesbeck, vice-president of McCann-Erickson, Inc.

While no one could foretell future trends in advertising, Mr. Rubicam said, present trends showed the use of more entertainment in advertising copy, perhaps as a result of the influence of radio advertising, which depends largely on entertainment. There has been a decided increase in comic advertising, he pointed out, while the period of economic stress has undoubtedly been responsible for the leaning toward an economy appeal so often noticeable.

Realistic photographic illustrations have been in greater use in the last year, and while the element of "sex appeal" in advertising might seem to the lay ob-

server to be gaining, actually it is of minor importance, surveys during the last year have shown, he said.

Mr. Groesbeck discussed the advance testing of advertising, and stated that while a campaign which is thoroughly tested before being used is obviously more desirable for the advertiser, great care must be exercised against jumping to conclusions after the use of various test methods. These methods, generally accepted by psychologists, have often proved wrong in actual practice. A combination of tests, each checking the results of the other, should be used before too much credence is put in their results.

With their technical questions thus disposed of the agents went into session with advertisers in two open meetings. At the first of these, Dr. Paul H. Nystrom of Columbia University discussed the "Shifting Channels of Distribution." Floyd Parsons, associate editor of *Advertising and Selling*, told about "New Products for Tomorrow's Markets." Walter Hoving, vice-president of R. H. Macy & Company, revealed "Opportunities for Creative Merchandising as Seen by the Retail Store." An address by W. L. Day, vice-president of the J. Walter Thompson Company, dealing with creative copy, appears elsewhere in this issue of **PRINTERS' INK**.

Most interest perhaps was attached to the open session at which radio was discussed. Senator C. C. Dill of Washington, co-author of the Dill-Couzens resolution of 1930, also Representative Edwin L. Davis of Tennessee, spoke at this meeting which was devoted to a symposium in which the legislators and advertising men exchanged views on the subject.

Senator Dill, in an open-minded manner that won the support of the agency men, declared he had no wish to dictate the kind of advertising that should go over the radio but that radio was under a severe attack.

"The enemy never attacks where you are strong," he said. "Radio should look to its weak spots if it

"I Saw It in Today's Examiner"

You hear it everywhere in Los Angeles—on fairways and airways, across dinner tables and bridge tables, in men's clubs and women's clubs. And every day it's said by more people.

For the six months ended March 31, 1932, The Examiner's average net paid circulation, based on the publisher's sworn statement to the United States Government, was

223,906 Daily
463,548 Sunday

This is an increase of

17,328 Daily
27,964 Sunday

Over the preceding six months.

More people are reading The Examiner every day because it's the kind of a newspaper people WANT. And that's the kind of a newspaper ADVERTISERS want.

Read by more people, and delivered to more homes, than any other morning and Sunday newspaper in the entire West, The Examiner gives advertisers an audience greater, not only in numbers, but in advertising responsiveness and PURCHASING POWER.

REPRESENTED BY W. W. CHEW ORGANIZATION

NEW YORK 572 Madison Ave	CHICAGO 612 Hearst Bldg.	DETROIT 10-238 General Motors Bldg.
LOS ANGELES 430 Chamber of Commerce Bldg.	SAN FRANCISCO 612-615 Hearst Bldg.	SEATTLE 1510 Textile Tower Bldg.

LOS ANGELES
EXAMINER

Put Your Message Before the Moderns

Is he offering you *a* or just a *part* of the PHILADELPHIA MARKET

WHEN a representative calls to discuss newspaper advertising in Philadelphia does he offer you *all*—or just a *part*—of this, America's third market.

There are two sides to the Philadelphia sales picture.

On one side is A. B. C. Philadelphia, in which there are 470,378 families—2,069,661 people. On the other side is Philadelphia's A. B. C. suburban area, in which there are 372,689 families—1,639,832 people—more people than live in the suburbs of any other American city with the single exception of New York.

It is this suburban side of the picture that so many manufacturers overlook, yet it may easily stand between success and failure in this market.

No one Philadelphia newspaper affords better than 38% coverage of this huge and concentrated suburban market. To miss the other 62% is to miss more people

CURTIS-MARTIN NEWSPAPERS, INC. . .

PUBLIC  **LEDGER**

MORNING

EVENING

SUNDAY

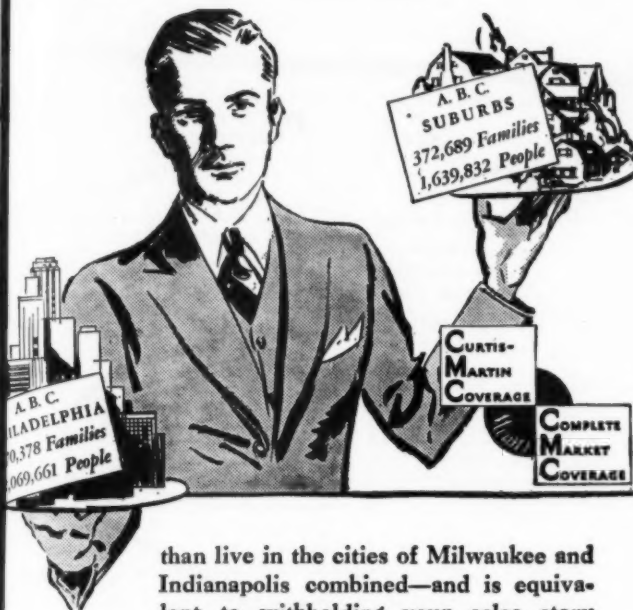


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MORNING



than live in the cities of Milwaukee and Indianapolis combined—and is equivalent to withholding your sales story

from nearly a million potential purchasers in the suburbs alone.

When a representative of the Curtis-Martin Newspaper group calls, he offers you *complete market coverage*—his newspapers cover A. B. C. Philadelphia and Philadelphia's A. B. C. suburbs 100%—they are the key to maximum sales—without them it is impossible to even approach adequate advertising contact with this rich slice of America's buying power.

Before you okay another newspaper advertising schedule in Philadelphia make sure you are getting *all*—and not just *part*—of the business that awaits you here.

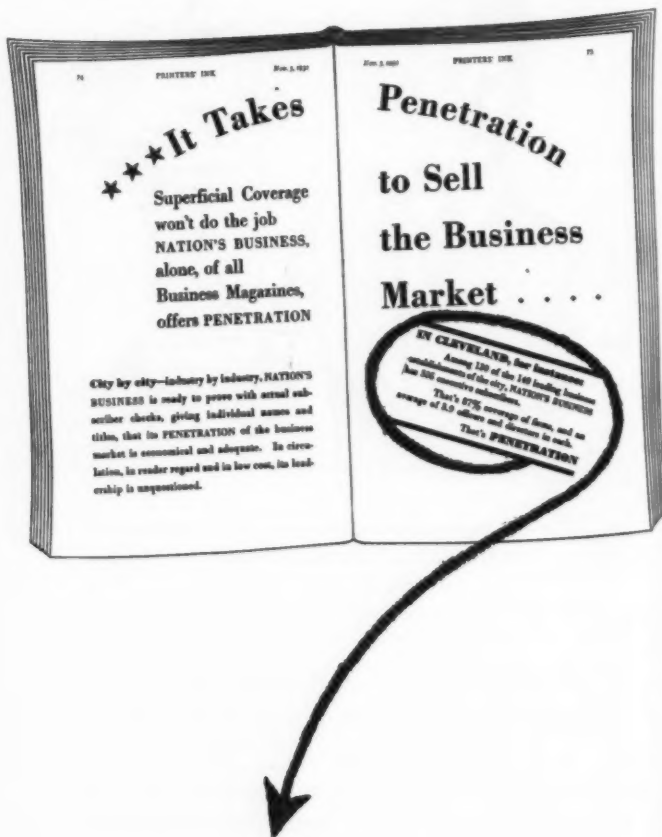
DEPENDENCE SQUARE, PHILADELPHIA

The Philadelphia Inquirer

SUNDAY

MORNING

SUNDAY



IN ROCHESTER, for instance:

Among 31 of the 39 leading business establishments of the city, NATION'S BUSINESS has 120 executive subscribers.

That's 79.5% coverage of firms, and an average of 3.9 officers and directors in each.

That's PENETRATION

would save itself from these outside attacks."

Certain types of programs which invite this criticism he listed by name. These roughly fall into the class which are designed to make a deep impression on the listener by over-emphasis, rather than striving to win patronage through good-will. Such programs, he pointed out, should be eliminated; the advertiser should think in the terms of his form of advertising and thus avoid providing a club in the hands of the opponents of radio.

The American system is far superior to most of the European systems of operation, he stated. Most of the European radio systems are operated by the governments, he explained, which run them on revenue obtained by taxing listeners. However, in England only 60 per cent of the money collected by taxing set-owners goes back into the support of the stations, the remainder going to the post office department for collection.

By using a sense of restraint, he concluded, American radio can avoid such a state of affairs under governmental supervision.

Congressman Davis insisted that there is an enormous amount of dissatisfaction with the extent of sales talk on the radio. If this situation were not changed, he said, the present system of broadcasting absolutely must be. There is so much selling talk going on over the radio, he said, that people are disgusted with it and thus they are deprived of a source of amusement and entertainment to which they are entitled. Either the broadcasting interests must remedy this situation or the Government will step in. This is inevitable and you can't stop it.

"Radio is not maintained to sell goods," he said. "The only justification advertising has to the commercial use of radio is the use of it in such a way that it may be maintained for the purpose of rendering a larger public service. The public won't stand for any other use."

"There is more advertising talk today than ever. Much of this

advertising is overdone; it has the opposite effect to that sought by the advertiser. It loses good-will instead of creating it. That sort of advertising is doing the advertiser more harm than good. Better results will be obtained by a moderate amount of advertising than by the amount given now.

Questioned by members of the A.A.A.A. from the floor as to the method of regulation he favored, Mr. Davis admitted that this was a moot question, but that personally he felt that advertising credit should be limited to reference to the name of the advertiser with perhaps the addition of a slogan "to drive the thought home."

When asked by J. M. Dawson, Dallas, Texas, member of the Radio Committee of the A.A.A.A., as to the effect on radio advertising if commercial credit were confined to mere mention of name, Mr. Davis replied that he was sure that advertisers would continue the use of the medium to the same degree as at present.

"There is entirely too much stress on elementary description in commercial credit," he declared. "If the product is a tooth-paste, we do not want to hear how it is used. If the product is a car, what is wanted is the name of the car."

Henry T. Ewald, president of the Campbell-Ewald Company, Detroit, was elected chairman of the board of the Association. John Benson was re-elected president for a four-year term.

Arthur H. Kudner, president of Erwin, Wasey & Company, was named vice-president, and G. Lynn Sumner, president of the G. Lynn Sumner Company, was elected secretary. Mr. Kudner succeeds M. L. Wilson, formerly of The Blackman Company and Mr. Sumner replaces H. H. Kynett of the Aitkin-Kynett Company.

E. DeWitt Hill of McCann-Erickson was re-elected treasurer of the association. Except for the office of president, all officers were named for one-year terms. The by-laws were changed to provide a one-year term for the chairman. In

Advertising

that sells the goods

DEPARTMENT STORES, grocery stores, drug stores, hardware stores, automobile dealers—big chains and small retailers—realize that it pays to feature nationally advertised merchandise.

But in times like these the retailer refuses to get excited about "national advertising" that is spread too thin to exert real local influence. The only advertising that really interests him is national advertising that reaches a substantial proportion of his customers and his prospects.

There is one publication with dominating national circulation and *powerful local concentration*; one national weekly magazine with real local influence—The American Weekly.

Show the retailer an advertising campaign scheduled to appear in this Mighty Magazine and watch him sit up and take notice.

Choice display positions in his store, and valuable window space as well, are gladly given to merchandise that is featured in The American Weekly.

Why retailers tie-up

Dealers cooperate with advertisers who use The American Weekly for the simple reason that *it pays them to do so.*

With five and one-half million circulation, nearly twice that of any other magazine, The American Weekly takes your advertising message into one out of every five homes in these United States.

Break down the cost of \$16,000 per color page and you find it amounts to less than $\frac{1}{3}$ cent per family reached.

Less than one-third of a penny for one of those big

smashing color pages that are more than twice the size of any other magazine page.

Editorially, The American Weekly is absorbing in its interest. Every issue contains material of vital interest to every family it reaches.

When you place your advertising in this Mighty Magazine you are driving home your sales story to the largest, richest, most responsive market in the nation.

That's why so many successful advertisers buy The American Weekly and successfully merchandise their advertising to the retailers.

Where this magazine goes

The American Weekly dominates the urban markets by concentrating 70% of its total circulation in 578 of America's 997 towns and cities of 10,000 population and over. (1930 U. S. census figures.)

In each of 152 cities, it reaches one out of every two families

In 108 more cities, 40 to 50% of the families

In an additional 146 cities, 30 to 40%

In another 173 cities, 20 to 30%

... and, in addition, more than 1,700,000 families in thousands of other communities, large and small, regularly buy The American Weekly.

That is why The American Weekly offers the drive and force required to sell goods in 1932.

Where can you spend your advertising dollar more effectively?



Cock-A-Doodle-Do

The April 17, 1932, issue of The American Weekly is the largest in volume of advertising linage and revenue ever published, exceeding the last record-breaking issue by many thousands of dollars.

THE AMERICAN
Greatest Circulation in the World
WEEKLY

"The National Magazine with Local Influence"

Main Office: 959 Eighth Avenue, New York City

Branch Offices: PALMOLIVE BLDG., CHICAGO 5 WINTHROP SQUARE, BOSTON
 753 BONNIE BRAE, LOS ANGELES 222 MONADNOCK BLDG., SAN FRANCISCO
 11-250 GENERAL MOTORS BLDG., DETROIT 1138 HANNA BLDG., CLEVELAND
 101 MARIETTA ST., ATLANTA INTERNATIONAL BLDG., ST. LOUIS

the past the chairman's position was for a two-year term. Another by-law change increased the board from six members-at-large to nine.

New board members elected were: Members-at-large for three-year terms, C. D. Newell, retiring chairman, Raymond Rubicam of New York and Charles Daniel Frey of Chicago; for two-year term, H. H. Kynett; for one-year term, James M. Cecil and H. B. Humphrey; board members representing councils—for one-year term, New York council, Lloyd W. Baillie, J. Walter Thompson Company, New York City; New England council, George R. Dunham, Greenleaf Company, Boston; Philadelphia council, Charles Blum, Charles Blum Agency, Philadelphia; Western council, L. R. Northrup, Batten, Barton, Durstine & Osborn, Chicago; Southern council, Clifford L. Fitzgerald, Fitzgerald Advertising Agency, New Orleans.

Declaring that there is a limit to what the American people can produce and a limit to what they

can spend for taxes and for government, John Stewart Bryan, president and publisher of the *Richmond News-Leader*, speaking before the association's annual dinner, made a strong plea for reduced governmental expenditures and lowered taxes.

"This time of far-reaching depression is an occasion which gives every man who wants a fair deal a chance to stop and consider how much of his daily labor he will permit the Government to expend for governmental purposes," he said. "And the fact that Congress says thus and so has got to be spent in order that Congress may have the worship of the voters at home doesn't mean that the taxpayer can put up this money, or even should put it up. There comes a time in the life of every nation when someone has to knock on the door with a big stick and say: 'Listen, this is my house!' This remark could be addressed to a mother-in-law or it may be addressed to Congress."



Advertising Agency Billing Practices

LANDSHEAT ADVERTISING AGENCY
BUFFALO, N. Y.

Editor of PRINTERS' INK:

To settle an argument will you please tell us what is the billing practice of agencies in invoicing the client for national magazine space? Does the agency render its bill in advance of the publication of the advertisement or after?

We know one agency that bills with the insertion of the ad; another that bills immediately upon receipt of the invoice from the periodical.

JOHN C. BONNING,
Vice-president.

PUBLISHERS look to the advertising agency and to the agency, only, for payment. If there is any slip up in reimbursement by the client, the agency is out of luck. Every agency does or should collect in advance of payment to the publisher.

This is the general practice. The only point of variance is how far in advance the client should be billed. Sometimes the client is billed before the agency receives

the publisher's bill. For example, one weekly publication bills for all its issues at the end of the month. Should the month contain a fifth week issue, the bill includes the charge for space in an issue which is just being circulated.

Some agencies make it a practice to have cash before closing date; others insist that, if payment is due on the 20th, client should be billed by the 15th, at least. In every instance it is essential that the agency have payment from the client in advance of payment to the publisher, otherwise the agency finds itself engaged in the banking business and extending credit to the client. If the agency encounters any difficulty collecting, it risks its credit standing with publishers and jeopardizes its operations for itself and those clients who do pay promptly and in advance.—[Ed. PRINTERS' INK.]

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Three Safeguards Against Waste in a Sampling Program

What Was Done in a Campaign That Brought in 78,000 Returns in Three Days

ADVERTISING of sampling campaigns involves several difficulties. For one thing, an advertiser has to take precautions to see that he has not bitten off more than he can chew. He also has to set up some restrictions which will insure him against imposition by those among the public and the trade who may scheme to abuse the privilege extended in the offer.

The Reid Ice Cream Corporation, of Brooklyn, N. Y., has just concluded a campaign which, through a simple but unusual use of coupons, has safeguarded the company against these difficulties. The unusual feature introduced is nothing more than a qualification which called for all coupons to be sent to the company. The usual custom is to have the coupons brought to dealers for redemption.

In this campaign, the coupon read: "Please send me without any obligation an order—redeemable at any store selling Reid's—for a free pint of Reid's ice cream." Space was allowed for the reader's name and address and, an important factor, the name and address of the nearest Reid dealer. An essential restriction, also, was the fact that the coupon had to be mailed before midnight, on the third day after the advertised offer appeared.

On receipt of these coupons the company sent a certificate which, on presentation to a dealer, was good for the sample offer. Dealers received their reimbursement in the form of credit extended to them in the amount equal to the coupons they turned in.

The purpose of the sampling offer was to get people to try the product in direct comparison with other brands and, for this purpose, the company backed up its challenge by offering a sizable sample for testing. It also aimed at another problem—ice cream buyers usually trade at their nearest deal-

er's and many do not take the trouble to find how near a Reid dealer may be located in their neighborhood. The request that the coupon carry the name and address of the nearest dealer acted as an incentive to look up the company's dealers.

For those who were unable to locate a dealer, the advertisement carried a line advising the reader to call the nearest Reid branch for this information. It was felt that those who would spend five cents on a telephone call signified their sincerity. Coupons that did not carry the name of a dealer brought a certificate to the sender who, nevertheless, still had to find a dealer to redeem it.

The plan to have coupons sent to the company afforded three safeguards. Whereas coupons redeemable directly at a dealer's store would permit any dealers who may be so inclined to gather a batch and fill in names themselves, coupons sent to the company necessitated an individual name and address for each coupon.

Preventing Consumer Abuse of the Offer

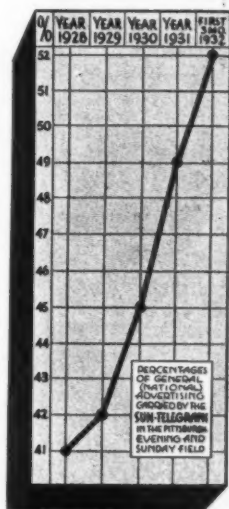
Second, youngsters and grown-ups who likewise might have sought to take an unfair advantage of the offer, were prevented from doing so. No detailed study was made of the coupons as they came in, but as envelopes were received in bundles in very much the order in which they were mailed, the girls sorting them frequently detected similarity in style of envelopes, handwriting and names. Where this occurred, such mail was given particular attention and only one sample was sent to any one family name at one address.

Third, the advertised offer appeared in eleven newspapers in the New York metropolitan district on the same day. The offer was lim-

Here's How Times Have
Changed in PITTSBURGH

FIRST

in National Linage



Based on figures by Advertising Record Company for 1928; Media Records for later years —without alteration of any kind.

Here's more proof that our statement that "Times Have Changed in Pittsburgh" has been solidly based on the facts.

In 1928, the first complete year in the Sun-Telegraph's existence, this newspaper carried 41 percent of the General (National) Display advertising in the Pittsburgh evening and Sunday field.

The accompanying chart shows the meteoric rise of the Sun-Telegraph since then. Each year it has substantially bettered its position in this important classification, and now leads the field for the first quarterly period of 1932.

THE PITTSBURGH
SUN-TELEGRAPH

NATIONALLY REPRESENTED BY
PAUL BLOCK AND ASSOCIATES



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PATIENT silt accumulates, on current and tide; blocks the channels of commerce.

It's time for the shovel.

Advertising has been likened to many things, but not more aptly than to a dredge—deft, relentless, clearing channels.

Many advertisers—more power to them!—firm of faith in this business force, have kept clean the channels of their distribution, have never stopped maintaining their contacts with public good will.

For what's the good of having "the best" product if those who buy prefer something else.

Many channels need dredging—today; shallowed by inertia and neglect, good will atrophied.

Now is the time!—for the dredge.

Williams & Cunnyingham
Advertising

6 NORTH MICHIGAN AVENUE · CHICAGO
PHILADELPHIA ROCKFORD



Sex Appeal

THE round of activities engaged in by smart Metropolitans is shared by men and women alike.

The New Yorker, covering these activities, is read by men and women alike.

This circle of bright Metropolitans consists of a comparatively limited and exclusive few. But within this circle, The New Yorker is preferred reading matter with both sexes.

Which is why, of course, The New Yorker is a preferred advertising medium, alike for toilet preparations and smokers' supplies, for men's tailors and women's specialty shops, for transportation companies and for foods and beverages,—in fact, for all of the paraphernalia which is essential to the conduct of smart metropolitan life.

THE
NEW YORKER

25 WEST 45th STREET
NEW YORK CITY

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A Display Adaptable to Windows of All Sizes

A DISPLAY which is at once effective and so constituted that it will get wide use, in addition to boasting of the extra advantages of permanency and economy, is the new window display for L. C. Smith & Corona typewriters.

Permanence and economy were the prime considerations in the creation of this display, though no sacrifice was made to appearance.

The display consists of a set of five metal frames, in lustrous chromium finish, designed to accommodate interchangeable posters. A complete display comprises one large center frame 19 by 25 inches with four smaller side frames 9 by 22 inches. All are equipped with easels for window and counter use, as well as rings so that they may be hung on walls.

The flexibility of such a display is at once apparent. Not only can the dealer use as many frames as the size of his window permits, and in whatever position he desires, but also the changeable posters, issued every month or two, provide variety and at the same time keep the displays up to date.

The posters that went with the

original frames strike a novel chord on their own account, for they represent an unusual idea of reason-why copy applied to windows. Each poster presents a specific talking point through the medium of well-executed photographs.

Thus one poster conveys the idea that the Smith-Corona typewriters are "Built for Heavy Duty," others drive home the idea of "Speed" and "Piano Key Action," another advises "Don't Stand for 'Carriage Clatter,'" and the last imparts the "Fully Enclosed" feature of the machine. Together they give a complete mechanical demonstration.

Twenty-five hundred sets of these displays have been distributed free of charge. An extra set is also furnished to any dealer who wishes to use it inside his store, since this is in reality a wall display as well as a window or counter display.

d'Or Products to Sharp

The d'Or Products Company, Cleveland, manufacturer of cosmetics, has appointed Ralph W. Sharp and Associates, of that city, to direct its advertising account. Magazine and radio advertising will be used.

Tested Appeal Is Modernized

JUST how well a proved advertising theme can be logically developed and extended to meet new conditions is shown in the new copy angle which is being used in newspaper advertising for Admiration

needed to show that competitive price and size appeals are often misleading, and to prove to smokers that the only proof of real cigar value is the amount of genuine pleasure and satisfaction that

LAST INCH GOODNESS

the Test of Cigar Perfection



Unquestionably the Admiration Cigar you enjoy to the LAST INCH gives more smoking satisfaction than bargain cigars that you throw away half-smoked.

There is only one thrifty way to buy cigars. Choose the cigar you enjoy thoroughly, right to the last inch. The one that guarantees full satisfaction... Admiration.

After a whole year in the testing process... equally liked... incentive to leave earlier smoking. These are the qualities of a quality cigar—what it takes to make an Admiration.

Pure, ripe tobacco leaf... 100% Havana

ADMIRATION

ADVANCEMENT CIGARS ARE PRODUCED BY
PACKAGES OF ADMIRATION—
10 CIGARS PER PACKAGE
MADE IN U.S.A.

The "Last Inch" Theme Has Been Used for a Long Time as a Quality Appeal. This Advertisement Shows How the Theme Has a Double Value Now Since It Is Tied Up Also with Economy

cigars. A selling angle based on quality performance, in this instance, is made to do double duty.

For years, E. Regensburg & Sons have made the basic thought of their Admiration cigar advertising the fact that "even the last inch is mild and mellow." The last inch test has been featured so prominently that this slogan has become synonymous with this brand. This, of course, has been entirely a quality appeal.

With the changing times, there has come greater price competition, a situation which the company wishes to meet in its advertising. It was felt that something was

may be derived from smoking a cigar.

Instead of abandoning its "last inch" test story, the company found that this appeal contained within itself the germ of a theme which could be used effectively against appeals based on mere size and price.

The illustrations are double-barreled in getting over both the quality and economy ideas at the same time. Pictures tell the story that a cigar that is smoked through must be good enjoyment for the smoker, and that a cigar that can be smoked through to the last inch gives the smoker full value for his money.

Brewing Enthusiasms

LOS ANGELES BREWING COMPANY
LOS ANGELES

Editor of PRINTERS' INK:

May I offer these two for your "Enthusiasm Column":

"Eastside the Perfect Brew" and
"Eastside Malt Syrup 'Works Wonders.'"

Thank you.

ROBERT MINTIER,
Advertising Manager.

F. E. Steen, President, S. S. White Dental

Fred E. Steen, vice-president and treasurer of The S. S. White Dental Manufacturing Company, Philadelphia, has been elected president. He succeeds Charles Henderson, resigned. Mr. Steen will continue as treasurer of the company.

J. M. Talbot has been elected a director. Mr. Steen and Samuel S. White, 3rd, were re-elected members of the board.

BUYING strength, plus circulation coverage, plus reader confidence constitute the three strong inducements for the cultivation of the Washington, (D. C.) Market.

It is a market of normal opportunity in a period of abnormal times. With 97% of its Evening circulation and 96% of its Sunday circulation confined exclusively to Washington City and the 25-mile shopping radius into Maryland and Virginia, **The Star** is 100% strong as an advertising medium because it has made its readers advertising conscious and advertising confident.

New York Office
DAN A. CARROLL
110 E. 42nd St.

Chicago Office
J. E. LUTZ
Lake Michigan Bldg.

If it is advertised in
The Star, it is worth
buying.



Reading Blueprints *for fun!*



MOST people can't read a blueprint . . . they're things architects and builders know about. But consider this—

The readers of one magazine, with a total circulation of something less than 400,000, have ordered and paid for more than 50,000 blueprints every year for the past five years.

They know how to read blueprints . . . they have workshops in their cellars. They build boats . . . log

cabins . . . camp trailers . . . they panel rooms in beautiful pine . . . all from blueprints . . . for fun.

They are the readers of Popular Science Monthly. They are technically minded men. Some are engineers. Others just "have that kind of mind" . . . and with them it's a hobby.

They're the people in every community the lumber dealer knows . . . people who keep their houses in re-

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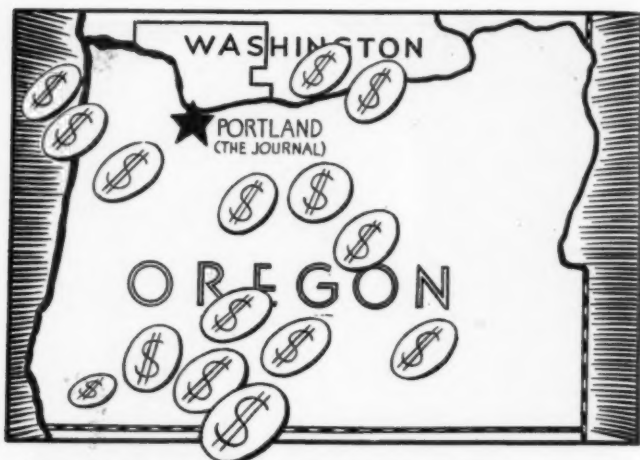
... they pair . . . have rooms built in the cellar . . . have the attic insulated for use. They are interested in things like that.

And that's the reason manufacturers of building materials—lumber, hardware, and a lot of other things—find that advertising in Popular Science brings an almost unbelievable response!

Here is a real market for the build-

ing materials manufacturer. A market made up of over a third of a million people.

These people influence their friends. They know quality . . . understand manufacturing differences. Their opinion is frequently sought. It is their hobby to know about such things . . . they're men who read blueprints for fun! Sell them your product with advertising in Popular Science Monthly.



ARE YOU BUYING THE LOWEST MILLINE RATE IN THE JOURNAL DOMINION?

In these days when every dollar spent for sales must pay its own way, manufacturers rely upon the Journal. Of all Portland dailies, this one newspaper brings them the greatest number of sales throughout every part of the Journal Dominion, at the lowest cost per sale.

The Journal's 107,562 circulation covers the state, covers Portland's suburbs and the city itself more thoroughly than any other daily newspaper. Keep your sales cost at a minimum—use the Journal, **the largest daily in the Pacific Northwest!**



THE JOURNAL
Afternoon
Sunday
PORTLAND • OREGON

Represented nationally by REYNOLDS-FITZGERALD, Inc. . . . New York • Chicago
San Francisco • Los Angeles • Philadelphia • H. R. Ferriss Seattle

Buyer

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Gear Your Selling Policies to Consumer Preferences

Buyers Elect Products for Immediate, Eventual and Remote Desires

By Howard E. Blood

President, Norge Corporation

THE public has more things than it can afford to buy. No wonder a general shift from a seller's to a buyer's market has occurred. What hope is there that this condition will not endure after the depression?

Everyone is searching new needs, building new desires, stimulating new industrial development. Electric ranges, electric ice cream freezers for the refrigerator, air conditioning equipment, television—inventive genius restlessly progresses. It will never subside.

So a new and enduring condition is upon us. It will take clever strategy to manufacture customers in the next ten years.

One of the prime considerations in engineering success in this new order of things is to find some formula by which the preference of the consumer may be accurately gauged—not the old-time preference between competing brands but the new-time preference between competing desires. The American housewife either purchases or holds purchasing decision over most of the goods sold at retail. It thus becomes necessary to understand her preferences particularly.

Some Items

Escape This Competition

Widespread tests have quite conclusively proved that the majority of items selling below \$5 retail escape this new competition. A woman will spend up to that amount usually without thinking what else she might do with the money.

But above that price, with more desires than money to buy, Mrs. Housewife is forced to elect certain products for (1) immediate, (2) eventual and (3) remote preference.

Certain things she prefers im-

mediately usurp purchasing ability, which throws other products into the eventual or remote classification. Thus, the \$50 per year which a woman may spend for silk stockings blocks the purchase of many a needed sewing machine.

It becomes important to be able to estimate where any particular product is likely to fall in the "elective desire" of the housewife.

An Investigation of Buying Preference

Recently the results of an investigation among 2,560 women were made available to me. These women were asked (each presuming the same need for all) to list typical products in the order of their buying preference. From this, I have been able to deduce a rule by which any manufacturer may estimate his elective position. Then, by tailoring his methods to fit it, he can quite accurately gauge requirements, resistances and probable success in advance.

Under this rule, products may be grouped under the following classifications:

1. The Immediate Preference Group.

In this group are those products having beauty, sex, pleasure, ostentatious or necessity appeal. These get first call on the dollar, even at the sacrifice of other conveniences which may be more needed.

Fur coats, cosmetics, automobiles, radio and countless other products fall somewhere in this group. Many a permanent has waved out the chance to buy a new vacuum cleaner.

Products in this group, unless their market is approaching its replacement period, are of a shopping nature. They are bought rather than sold. The customer is voluntarily attracted to them.



Howard E. Blood

The merchant and manufacturer need only tell that such products exist and where they may be seen and purchased. No particular selling resistances are involved. The distributive flow is burdened with no extra selling functions.

This is a great classification to be in—if you are preferably known and keep your product design in advance of all others. But it's a tough group to start into with an unknown product answering an established desire, because big business-building investments and much finesse are necessary to establish preferential recognition. If you don't believe it, try selling your own brand of tomato soup some time.

Some products are posed on the borderline between the immediate and eventual preference classifications. Although they enjoy sufficient pleasure, pride or ostentatious appeal to keep them from being buried deep in the eventual classification, their main function is of a convenience nature which requires special inducements to attract voluntary purchase.

These borderline products should be displayed where they will be seen when the customer is otherwise shopping. They need special store promotion, special direct mail, special advertising technique. Both the manufacturer and the dealer must have greater merchandising alertness in many ways to manufacture customers for them.

The electric refrigerator is a borderline product, for example. Its identification with pleasure, social recreation, new menu thrills, gives it some degree of immediate preference. Yet it is mainly a food, health, effort and expense conserving convenience. As such, though more easily perhaps, it still must be sold. If a manufacturer or dealer depended on volume from its voluntary purchase, only a small fraction of its sales potential would be realized. Yet it does not readily conform to home demonstration, which is one of the first requirements in successful merchandising of products that have to be sold.

We have been able to circumvent this difficulty in Norge operations through the sales use of a cutaway model of the compressor which permits actual demonstration of the principle of rollator refrigeration in the home without incurring the burdensome costs of demonstration and trial. In addition, other special methods and inducements are required because of its borderline position.

2. *The Eventual Preference Group.*

In this group are those health-giving, labor-saving, time-conserving, economical conveniences which the housewife has never previously owned.

These get second call on the dollar but, judged from the results of the investigation referred to, 80 per cent of purchasing ability is exhausted before they are even considered. They are, therefore, products which must be sold and sold largely on time.

Kitchen equipment, washing machines, vacuum cleaners, power lawn mowers, oil burners and countless other products are of this type. The sales urge must be carried direct to prospects because they arouse no voluntary desire. Re-sales activity is necessary. The manufacturer and merchant must therefore understand methods for manipulating the human factor. Additional burdens are involved in training, supervision, demonstration and such.

The structure and technique of

CIRCULATION:

Regularly growing

MILLINE RATE:

Steadily lowering

R E S U L T S :

Consistently maximum

CINCINNATI TIMES-STAR

New York: MARTIN L. MARSH, 60 E. 42nd Street

Chicago: KELLOGG M. PATTERSON, 333 N. Michigan

the entire merchandising program must be changed to fit products which have to be sold. For example, advertising must be designed for its stimulation upon the Re-sale organization as well as for its newsy impression upon the public mind. It must be created in a different tone, placed in a different manner, merchandised in a more effective way. Similarly, company executives must draw closer to the field personnel to excite that extra-effort which is always expressed by a sales organization when loyal to a personality rather than an impersonal concern.

3. *The Remote Preference Group.*

In this group are those appliances, conveniences or major necessities which the housewife already owns but gains little satisfaction in replacing.

Although a housewife may know that her particular style, type or model is obsolete and that improved products capable of greater performance exist, it gives her less pleasure to replace her out-of-date equipment than it does to satisfy her desire for some new product, hitherto unowned and unenjoyed. So long as her old model will perform in any way, she continues to use it rather than replace it.

Try This on Your Deducer

Vacuum cleaners, bathroom fixtures, gas ranges, furniture and many other products fall finally in this group. In the investigation referred to, furniture was the very last on the list. It is interesting to note that of all furniture, these women showed most preference for new parlor suites, dining room sets after and bedroom furniture least. Can you deduce the reason?

Products in this remote preference group operate against high selling resistances which make it difficult to maintain adequate re-sales activity. Obstacles encountered by direct salesmen are so intense as to decrease the ratio of prospects to calls and orders to prospects to the point where it becomes impossible to reward the effort with commensurate commis-

sions. Personnel turnover becomes very great.

Even bargain prices fail to induce. Distressed selling on thin margins crowds the manufacturer and merchant from one predicament into another; creating penalties to profit, position and distributive structure.

Manufacturers in this classification find that branch operations cannot pay. If wise, they limit their risks by depending upon a little volume from a large number of outlets rather than a large volume from a few outlets. They offer no special inducements to the dealer, and, if alert, transfer productive attention to new product development.

If they are leaders of strong preferential position, they may command the lion's share of replacement demand, for ultimately such products wear out and have to be rebought. If they are unknown manufacturers, however, they either produce private brands, manufacture to dump at distress prices or otherwise keep at the losing proposition until they go bankrupt, liquidate at junk prices or diversify.

* * *

Here are three classifications and a few hints of the merchandising considerations involved in each. By understanding all the detailed inflections involved, any company can know better where it stands, and how bright its future chances are.

Advanced by "Furniture Index"

A. V. Leary, for the last two years with *Furniture Index*, Jamestown, N. Y., has been appointed associate editor. He will also have charge of the New York office of the Furniture Publishing Corporation, publisher of *Furniture Index*, *Wood Working Industries* and *Metalcraft*.

J. B. Walker Advanced by Greyhound

John B. Walker, sales and advertising manager of the Greyhound Management Company, Cleveland, operator of the Greyhound Bus Lines, has been elected vice-president. He will continue in charge of sales, advertising and promotion East of the Mississippi River and North of the Ohio River.

**And while he plowed the
sapling became a lusty tree**



**HERE IS AN EYE-
OPENER — IN 1929
McCALL'S HAD 24.4% OF
ALL NEWSSTAND SALES
OF THE SIX WOMEN'S
MAGAZINES.**

IN 1931 IT HAD 29.7%.

**HAVE YOU SEEN
McCALL'S MAGAZINE LATELY?**

WORLD'S LARGEST MANUFACTURERS
OF COIN OPERATED MACHINES



SEND US A SAMPLE OF YOUR PRODUCT
AND LET OUR TRAINED ENGINEERS
SHOW YOU HOW AUTOMATIC SALES
MACHINES CAN INCREASE YOUR BUSI-
NESS. WE HAVE BUILT OVER 800,000
SUCCESSFUL COIN OPERATED MA-
CHINES. WRITE FOR A COPY OF OUR
BOOK "AUTOMATIC MERCHANDISING"



MILLS NOVELTY COMPANY

4100 FULLERTON AVENUE

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Strategy in Advertising

How the Agency and the Manufacturer Can Work Together for Creative and Free Thinking

By W. L. Day

Vice-President, J. Walter Thompson Company

[EDITORIAL NOTE: Mr. Day has been doing some advanced thinking on the kind of copy that appeals most strongly to the multitude in the present critical stage of merchandising. He set forth his thoughts last week in an address before the convention of the American Association of Advertising Agencies at Washington. With his permission and that of the Association, we are here presenting a portion of his highly instructive paper. It is a sensible and eminently practical statement of how the agency and the advertiser can work together in these troubled times.]

IT has always been a theory of mine that advertising in most of its fundamental aspects very closely resembles military art. History gives us many examples of the supreme importance of strategic ability in war and of morale of both the individual and the fighting unit.

In 353 B. C. Alexander the Great faced Darius the Persian in the battle of Arbela. Darius' forces consisted of a million foot soldiers and forty thousand horse. Alexander had 40,000 infantry and 7,000 horse. In other words, Alexander's odds were twenty to one against him. Yet he won the battle. Darius' huge army was utterly routed, thousands killed, the whole morale of Persia broken.

Alexander is classified as one of the great military geniuses of all time. His strategy at Arbela was characteristic of his daring and adroitness. Finding his army so overwhelmingly outnumbered and realizing the catastrophe facing him if he engaged Darius in a frontal battle, he not only resolved not to refuse the battle but maneuvered so as to force the conflict to take place on the little plain of Arbela, a field so small that Darius' immense army could not be deployed to advantage.

Stupidly confident of the ultimate triumph of mere numbers, Darius crammed his host onto the plain. His men could barely move. Only his front lines could use their weapons. Around this milling mob Alexander's Greek veterans circled until the slaughter became so tremendous that the Persians broke and fled.

In both military art and in advertising we have a code of rules developed out of long experience. We have the stalemate resulting from a too close adherence to these rules. We have certain elements of strategy, simple, yet very susceptible to wrong application. And we have complex and formidable tactics which all too frequently become confused with real strategy and which then produce cumbersome ineffective routine campaigns as stupidly conceived as was Darius' management of the battle of Arbela.

Too Much Emphasis on Routine Tactics

Frankly, I believe there is an evil tendency in advertising today which emphasizes routine tactics at the expense of shrewd and sound invention and application of basic ideas and basic copy themes.

Advertising men and women become formalized technicians for the same reason that army officers lose their perspective on military action and concentrate upon military drill.

It is a basic human weakness to glory in our mastery of a method, a way of doing things, which too often is only one way chosen out of many and not necessarily even the best way.

The chief criticism of today's advertising is the fact that there is a false balance between the strategic thought in the advertisement and the tactical technique devised to render this thought.

We like to believe that big expenditures devoted to the exploitation of a weak basic idea will succeed. We like to believe that fine writing and fine art are appreciated by the public and we can see on every hand in the sales of literature and in our museums the fact that they are not. We become over-pretentious. We rely on old outworn themes. We resent and reject the new and disagreeable discoveries.

Advertising needs freedom, not shackles. Advertising agencies with the same fine spirit that characterizes the highest type of scientific mind should subscribe to the principle that advertising must really reach and influence the public, not that rules and laws must be made to regulate advertising, in defiance of the public's ability to understand printed or spoken messages, not that the fine art of creative selling must be stultified, emasculated, and cut down to the level of the average ambition in the business world.

Shall Creative Thought in Selling Be Denied?

Today there is a school of thought which would even bar from use, by advertising, scientific facts newly discovered, and possibly inimical to established business. We must deny the consumer better foods to eat because some man or some group of men has invested a few millions of dollars in manufacturing such foods in plants which may be wrecked by the new scientific discovery. Yet in every efficiently conducted plant in America, obsolete machinery is scrapped as soon as more efficient methods are devised. Shall creative thinking in selling be denied the free expression which is given to plant management?

The advertising agencies of America are taking a leading part today in persuading industry to get its feet wet in the all-important field of abstract research. The result of such leadership by the advertising agencies is bringing to the public better foods, better health, better and cheaper clothing, saner hygienic methods in the

home, countless safeguards, which make for human happiness.

If such advances are the result of a single collaboration between one foresighted manufacturer and a competent advertising agency, shall the spirit of fair competition prohibit such valuable benefits from reaching the public by the most forceful and informative advertising copy that may be devised?

Basically sound and shrewd advertising demands unceasing study of the vast formless public, close attention to its moods and its vagaries, its inexplicable whims, its crude and often false standards of measurement, its careless, uncomprehending mentality, and the rendition of a product story into an advertisement full of dramatic value, of human interest, of powerful conviction is not the work of a moment nor generally soluble by the application of a few passages from advertising's very thin and thumbworn code of copy rules. It is a triumph of reaching and stimulating mass human emotions and understandings over which only the great religious works stand as superiors.

* * *

It is for the advertising agencies of America to say whether they prefer to open the throttle of mind and imagination, of clear thinking and free expression, or whether they choose to creep at the snail's pace which commonplace methods dictate.

The consumer is king! How often we have heard this old selling truth and how steadily and stubbornly we resolve to forget it! How we bow to the expediency of outworn tradition and routine tactics! How we thumb the old book of rules and beat the tomtom of methods and mediocrity! How little we really set ourselves to reach the mind of this fourteen-year-old human animal whose life and happiness depend upon our precious commodities!

Advertising agencies have contributed to business progress fundamental facts as important in this field as the Weismann theory or the Mendelian law in the field

Over a million farm women read this magazine, which parallels your jobbers' salesmen in the 22 wealthiest farm states. The only advertising medium that is edited exclusively for farm women offers you over a million circulation on an extremely economical basis.

\$ 327
per page
per wk!

THE
FARMER'S WIFE

WEED PUBLISHING COMPANY, SAINT PAUL, MINN.

Chrysler Bldg.
NEW YORK CITY

Bell Bldg.
CHICAGO, ILL.

of biology. Advertising agencies have led great industries to new and more profitable markets while still conferring vast benefits upon the public. Advertising agencies working upon relatively slender incomes as contrasted with most industries have been a leading factor in building up American buying power and today in the face of a world-wide depression are doing much to keep that buying power at a level higher than is relatively the case in any other country in the world.

Of all costly things in the world, education is costliest. Instilling a single simple new idea in the minds of 10 per cent of the American people costs millions of dollars. We spend hundreds of millions of dollars through our public and private educational systems teaching our young people how to earn money. We are given, through advertising, for the purpose of teaching the wise spending of that hard-earned money a sum very, very much smaller.

Science knows no law except the beautiful and harmonious natural law. Art acknowledges no mastery save the realization of beauty. If advertising agencies acknowledge any less freedom of choice than science or the arts acknowledge, progress of American business will slacken, the comfort of the American home will grow less, the health and happiness of every man and woman and child in this country will suffer.

Joins Henri, Hurst & McDonald

Charles Kuoni, formerly of Plumer, Inc., Chicago commercial art studio, has joined the creative staff of Henri, Hurst & McDonald, Inc., advertising agency of that city.

A. H. Blount Advanced by Jell-Well

Alvin H. Blount, recently manager of the Northwest division of the Jell-Well Dessert Company, Ltd., at Seattle, has been advanced to assistant general manager with headquarters at Los Angeles.

Appoints Ruthrauff & Ryan

Chamberlain Laboratories, Des Moines, Iowa, have appointed Ruthrauff & Ryan, Inc., in Chicago, to handle the advertising for Chamberlain lotion.

Union Central Life Insurance Starts First Campaign

A national advertising campaign, reported to be the first in the sixty-five years of the company's existence, will be launched by the Union Central Life Insurance Company of Cincinnati. Magazine, newspaper and radio advertising will be used.

The campaign is being started at this time, according to W. Howard Cox, president of the company, in a belief that business generally must start preparing now to be fully ready to exploit the turn of the tide when that turn comes.

The copy will present an emotional appeal under dramatic headlines illustrated by photographs. The first of the series is built around the company's educational policy which provides funds for high school and college education of a boy or girl.

The J. Walter Thompson Company has been appointed to direct this campaign.

Leads San Francisco Advertising Golfers

Daniel V. Huguenin was the winner of the low net trophy in the second monthly tournament of the Advertising Golf Association of San Francisco held at the California Golf Club last week. Winner of the low net for the nine hole qualifying round was Lew Clark, president of the Association.

Winners and runners-up of the various flights were: First, L. E. Terreo and L. E. Rogers; second, Robert Horst and O. W. Irwin; third, C. W. Peterson and Ted Townsend; fourth, Norton Moggee and George Nichols; fifth, James Caldwell and J. Otterson; sixth, Claude Beatty and Roy Staniford;

Seventh, R. C. Smith and S. Wade; eighth, K. C. Ingram and C. W. Kaub; ninth, R. Birch and Keene Fitzpatrick; tenth, Robert Davis and F. W. Robinson; eleventh, Allan Thompson and H. Wordin and twelfth, C. E. Hart and T. C. Wilson.

Newspaper Executives to Meet with Federation

The board of directors of the Newspaper Advertising Executives Association has voted to hold the annual convention of the association in conjunction with that of the Advertising Federation of America in New York at the Waldorf-Astoria Hotel on June 20, 21 and 22.

Sessions will be held on the morning of June 20, the morning and afternoon of June 21 and the morning of June 22. As has been the custom in the past, a luncheon meeting will be held at noon on June 21 to which all convention attendants are invited.

Program plans are being formulated under the direction of Alvin R. Magee, of the Louisville *Courier-Journal* and Times, vice-president of the association.

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In March, 1932, The Omaha World-Herald Published—

- 62½% of all Omaha paid newspaper advertising.
- 52.7% more local display than the other Omaha paper.
- twice as much national and automotive display as the other paper.
- nearly twice as much want advertising as the other paper.

March, 1932, Circulation of The World-Herald Was Noteworthy For These Points—

- paid distribution in Omaha equalled almost 97% of the number of families living in Omaha.
- over 80% of Omaha families had The World-Herald delivered to their homes by carrier boy.
- total circulation increased 1,538 daily, 701 Sunday, over February.

MARCH TOTAL PAID CIRCULATION
121,987 Daily 118,549 Sunday

National Representatives: O'Mara & Ormsbee, Inc.

• SAVE THIS LIST •

BOSTON

The Berkeley Press
The Wood-Clarke Press

CHICAGO

Bertsch & Cooper
J. M. Bundscho, Inc.
Ewing Press, Inc.
Faithorn Corporation
Hayes-Lochner, Inc.
Runkle-Thompson-Kovats Co., Inc.

DALLAS

Jaggers-Chiles-Stovall, Inc.
Stellmacher & Clark, Inc.

DENVER

Hirschfeld Press

DETROIT

Fred C. Morneau
Geo. Willens & Co.

INDIANAPOLIS

Typographic Service Co.

NEW YORK CITY

Ad Service Co.
Advertype Co.
Diamant Typographic Service
Frost Bros.
D. Gildea & Co.
Heller-Edwards Typographic, Inc.
Huxley House
Independent Typesetting Co.
Lee & Phillips, Inc.
Royal Typographers, Inc.
Frederick W. Schmidt, Inc.
Superior Typography, Inc.
Supreme Adv. Service
Tri-Arts Press, Inc.
Typographic Service Co.
of New York
Kurt H. Volk, Inc.
Woodrow Press

PHILADELPHIA

Kurt H. Volk, Inc.

PITTSBURGH

Keystone Composition Co.

TORONTO

Swan Service

ADVERTISING TYPOGRAPHERS OF AMERICA

This list is a
ready reference
to the recognized
Advertising Typographers
in your vicinity.
Their product
is the standard
of typographical quality.
Their equipment and
type faces are the best
for advertising usage.
And their prices
can be relied upon
as fair and square.

ADVERTISING TYPOGRAPHERS OF AMERICA

National Headquarters
461 Eighth Avenue
New York
N. Y.



Typography That
Sets Up an Ideal

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It's Time Now to Sit Tight

Business Has Reached a Point of Comparative Stability and Can Dig In to Hold the Line

By Richard G. Knowland

Vice-President and General Manager, Bigelow-Sanford Carpet Co.

POLLYANNAS have had their say. Croakers are having theirs. Perhaps business needs most today that homely but expressive admonition—"Keep your shirt on."

There is no false hope in that, no wasteful steaming up at the wrong time, no promise of bounty in the next block. It is merely a counsel of keeping on trying to do the best you can under the circumstances, and trying to improve that best by recognizing present limitations of opportunities. The business that keeps its collective shirt firmly on its back will not let fear or recurring disappointment stampede its sane judgment.

We have had enough of predictions as to when this depression is going to end. The only virtue in any of these is that, like those who predict the end of the world, they are getting closer to it all the time.

The thing we cannot blink at is that we are still in it. Denied prescience as to the future, can we do more than shape our plans and actions to conditions? Because we cannot see clearly ahead, it is not a time to jump into the bramble bush and scratch out both our eyes.

A Time for Taking Stock

It is no time to junk plants and machinery, no time to throw shelf stocks out into the street and padlock the store, no time to abandon the old farm, no time to board up the windows of banks and financial houses. It is a time for taking stock of things as they are, and planning courageously on that factual basis. It is a time for guts, rather than go-getterism.

Looking at conditions, what have we got that's hopeful? Let me suggest this. In those historical hard times from 1893 to 1897, or thereabouts, many carpet mills closed down for months or years—

didn't turn a wheel. Why? Because it was then the practice to carry large warehouse stocks of finished goods, since style changes were neither swift nor important. When consumption diminished at a serious rate, factories quickly gathered cobwebs.

Keying Production to Orders

Those days have gone forever. Last year Bigelow-Sanford sold more rugs than were currently manufactured, and yet our plants operated at about 70 per cent. Why? Because for a long time we have keyed production to actual orders and have carried only three or four months' forward needs of merchandise.

One of the most encouraging things is that industry is pretty generally in that position. The quickened pace of distribution from maker to user has made it as practicable to keep inventories down as it is good policy. The reason we haven't cracked worse than we have is that we are closer than ever to bare boards.

Retail sales (at this writing) are still shrinking. But there is some evidence that *merchants' inventories are now so reduced that buying from manufacturers must continue at somewhere near the present rate.* Factory inventories are lower than ever because the retail selling rate of last year was partly maintained by sales from factory stocks.

If we have any faith whatever we must assume, no matter how tough the times may be, that there is a minimum below which consumptive demands are not likely to sink. Can we not safely and surely work from that basis? To do that means cutting our suit according to the cloth and letting it pinch us where it will. To do less than that means pinching the consumer, and

perhaps pinching off a portion of our market.

It is all very well to keep raw material purchases down to current needs of the factory, and to keep on hand no more finished goods than are necessary to meet current demands for each of our industries. But, as everybody knows, consumers all over the United States are protesting because they cannot find in the retail stores adequate selections of the goods they want to buy. Failure to carry complete selections is not the answer to difficult retailing conditions; on the contrary, it invariably intensifies the merchant's difficulties. There is no better way to retard public buying.

Select Dealers with Care

One way for the manufacturer to make fairly sure that his retail outlets will have a representative line of his products is to use more care in selecting his dealers and to co-operate with them more energetically. With this end in view, and also to combat profitless selling, this company announced early this year a system of selective distribution which confines our line of rugs to representative merchants who can adopt a fixed policy and live up to it. Having assured ourselves that the consumer can get proper retail service from such a retail set-up, we are backing it up with the most powerful advertising campaign ever undertaken in the rug and carpet industry.

But there is no call for the factory to "lose its shirt" overshooting the mark. If inventory is too large, it is obvious that production should be slowed down until stocks are brought into line with current demands. If the inventory is normal, production should be kept on a level with sales. Since price-cutters are in the saddle, it is important not to overshoot on production, for the result is liable to be added pressure on the price structure.

I am convinced that business in its present state of liquidity has reached a point where it can dig in and "hold that line." In hard times

the public has a way of deferring purchases of everything it can temporarily do without. These times are no different in that respect. The manufacturer who refuses to back completely down into the storm cellar, can fight it out on the line of minimum requirements. With the right products and the right merchandising and selling methods he can even coax some of those who have been needlessly deferring purchases out into the dim light of today.

Here are a few main points which I think it well to keep in mind, so that we may make a fine distinction between courage and foolhardiness, while at the same time, we sidestep defeatism:

1—Keep a full stock of good merchandise but no more; thus avoiding "lost sales" as well as mark-downs.

2—Get rid of poor merchandise as soon as its presence is known. In a style industry, particularly, merchandise that is excellent today may be dead stock tomorrow. Nothing is gained by deferring an inevitable write-off.

3—Keep production rate in line with sales, and thus avoid further weakening of prices.

4—Make goods as attractive as possible and at as low prices as consistently can be done. After that, advertise, merchandise and promote to the limit of your resources and justifiable market expectations.

5—Keep your balance sheet position as liquid as possible.

6—Be in a position to change front rapidly; if you can't get going on one tack, try another.

7—Keep as many employees as possible, by dividing the available working hours among those workers required to meet normal production demands. Where public purchasing power is concerned, we are all in the same boat.

8—Guard zealously against waste.

9—Demand a fair price for goods. Because the ship is leaking, it is no time to cut away the main-sail.

10—Most important of all, by no means become discouraged or hysterical over the prolonged poor

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times. Rather, pursue all the more rigorously your guiding principles and let good judgment dictate in all problems. "Keep your shirt on."

All of these points are intermeshed with the prevailing problem of selling more goods, of making money for stores, manufacturers, banks, agriculture—of keeping people employed.

The time is pre-eminently one for all who can to spend as freely as their means will permit. More than that, it is a time for business men, as never before, to insist on wise legislative moves and to endeavor to blend their own individual acts with those of others so that a sound body of opinion and performance may be created. A unified national front of pooled intent and action will meet these present-day problems as it has before and will again.

In business, as in nature, cataclysms are the exception and not the rule. We may be down, but we are not there to stay.

Perfume Bottler Ordered to Cease Labeling Practice

A bottler of perfume blended and sold a perfume which was labeled with the trade-mark of the manufacturers whose perfumes he used. This practice was made the subject of litigation and the bottler has been enjoined from selling any product of a manufacturer of perfume combined with undisclosed ingredients of his own concoction under a label which includes the manufacturer's trade-marks, unless the labels and advertising matter disclose the exact percentage of other substances contained in the bottled product.

The plaintiff was the Guerlain Perfumery Corporation v. Klein, the defendant. Guerlain makes a perfume sold under the name "Shalimar," which was used in part in the blend sold by the defendant. The defendant claimed that he violated no right of the plaintiff because his label truthfully states that he uses Shalimar with a blend of his own devising. The court pointed out that, in the perfumery business there is no such recognized practice as blending.

J. W. Strickland with Peck Distributing

John W. Strickland, formerly an account executive with Frank Kiernan & Company, New York advertising agency, has been appointed head of the sales division of the Peck Distributing Corporation, New York. He was at one time with the New York office of Addison Vars, Inc., now merged with Hadden & Company, Inc.

Select Chicago Typographic Awards

Awards for excellence in the sixth annual exhibition of Chicago Fine Printing, sponsored by the Society of Typographic Arts, were announced this week. A total of 136 entries for the exhibit will be on display at the Newberry Library, Chicago, from April 18 to May 28. Among the winners are:

Announcement: Removal notice, Henri, Hurst & McDonald, Inc.; design by Oswald Cooper.

Book: "Code Duello"; design by W. A. Kittredge.

Booklets: "A Book of Facts," United States Gypsum Company; design by Harringer, Jacobson, Colvin. "Three American Books," R. R. Donnelley & Sons Company; design by W. A. Kittredge.

Folder: "Coe 5, Hard . . . Brilliant," Coe Laboratories; design by Paul R. Smith.

Magazine advertisement, black and white: "Coin of the Realm," Mills Novelty Company; design by John Averill.

Magazine advertisement, color: "I Can't Go," S. C. Johnson & Son; design by E. Willis Jones; entered by Needham, Louis & Brorby, Inc.

Newspaper advertisement: Central Republic Bank & Trust Company; design by Norman Vizents; entered by Batten, Barton, Durstine & Osborn Corporation.

Package design: "Play Tape," Gummed Products Company; design by Paul Rensinger.

Business Stationery: joint award to Douglas C. McMurtrie and Paul Rensinger.

Heads Florida Dailies

Ross A. Reeder, publisher of the *Miami News*, was elected president of the Associated Dailies of Florida at its annual spring meeting held at St. Petersburg. He succeeds C. C. Carr, of the *St. Petersburg Times*.

Other officers elected include: A. H. Chapman, Bradenton, vice-president; F. P. Beddow, Jacksonville, treasurer, and G. H. McEwen, St. Augustine, secretary. Directors elected are: Herbert Felkel, St. Augustine; W. A. Elliott, Jacksonville; W. A. Payne, West Palm Beach; J. S. Mims, Tampa; H. V. Leavengood, Ocala; Martin Anderson, Orlando; Joseph Cawthon, Tallahassee; Victor Morgan, Clearwater, and Mr. Carr.

Death of J. B. Brooks

John B. Brooks, president of Brooks & Porter, Inc., New York, creative packaging, died recently at that city at the age of seventy. In 1890 he had formed a small printing business with his brother, Thomas B. Brooks. A few years later this firm was dissolved and he established the concern of Brooks & Porter in partnership with his brother-in-law, George M. Porter. In 1929 the concern was incorporated and Mr. Brooks became president in which position he remained actively until his death.

Simple Methods of Reducing Waste in Dealer Helps

THE FLOYD-WELLS COMPANY
ROYERSFORD, PA.

Editor of PRINTERS' INK:

Any information that you may have that will help us to more efficiently distribute our advertising literature to our dealers will be greatly appreciated.

We are anxious that our dealers be adequately supplied with all of our sales helps, but do not want the apparent waste of the past to continue.

M. N. RIVENBURG,
Director of Sales Promotion.

THE amount of actual waste of dealer help material has undoubtedly been greatly exaggerated. Certainly the retailer has been blamed over-much for wastes that are the fault of the manufacturer. Even before the present wave of economy a number of manufacturers were introducing plans and policies designed to eliminate the gross tonnage of dealer help material which found its way to the cellar rather than the show window.

A number of manufacturers are now charging their dealers for help material. Usually this charge is nominal, frequently not even covering the bare cost of material furnished. The manufacturers who have been most successful in this practice are those distributing through exclusive or semi-exclusive dealers. It is fairly easy to get a dealer to pay for material which will help him sell an electric refrigerator but it is almost impossible to get the average grocer to pay for material designed to push a product like corn flakes or washing soap.

M. J. Brooks, advertising manager, Sweet-Orr & Company, Inc., in an article in PRINTERS' INK, suggested several ways to cut waste in displays. His methods boiled down are as follows:

(1) Ship displays and merchandise in the same package whenever possible.

(2) Never send a display card without a request from either your salesman or your dealer.

(3) Have salesmen carry displays in their cars and note on the back of every order sold the quan-

tity of material they have put up personally.

(4) Improve the quality of your displays to such a point they have an apparent actual value.

(5) Obtain as much permanent space as possible.

(6) See that each display is equipped in as many ways as possible for as many uses as possible.

(7) Try to incorporate the actual product in at least one display.

(8) Make sure the displays aren't too large.

(9) Visit retailers and see what they can use and what they can't use.

Although Mr. Brooks' rules concern displays only, many of them apply equally well to any type of dealer help material.

It is almost essential these days that a manufacturer make a definite rule not to send out material except upon request from the dealer. This does not mean that he is to sit complacently in his office waiting for dealers to demand material. He must stimulate requests through the use of general advertising and personal work on the part of his salesmen.

A reference list of articles that have appeared in PRINTERS' INK Publications on methods of eliminating waste in dealer-help distribution is available to those who would like to study the subject in more detail.—[Ed. PRINTERS' INK.]

C. M. McLennan with "Florida Farmer"

C. M. McLennan, formerly advertising manager of the *Florida Grower*, Tampa, Fla., has been appointed advertising manager of the *Florida Farmer*, Jacksonville. He was at one time with the MacLean Publishing Company.

Clifford M. Strom has been appointed Chicago representative of the *Florida Farmer*.

Furniture Journal Continues

The *Daily Furniture Record and Journal*, published each year by the Periodical Publishing Company, Grand Rapids, Mich., will again be published during the Chicago market season for buyers, from July 5 to 16, as heretofore.

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BUNDSCHO gives
only one type of service,
the finest typographical
service in America.



J. M. BUNDSCHO, INC.
Advertising Typographers

65 EAST SOUTH WATER STREET

CHICAGO

HERE TYPE CAN SERVE YOU



You *must*
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GOING places, doing things—your prospects in this modern age are constantly on the move.

You can reach them out of doors, wherever they are, with 24-sheet posters, and present your message in such form and size that it cannot possibly be overlooked. Commanding position and color are always available.

But remember, combining picture and color in the tremendous size and compelling form of the outdoor poster is not a job to be entrusted to amateurs. Especially when an ERIE representative is ready to place experience and service at your command—right now.



LITHOGRAPHING & PRINTING CO

~ ~ Erie, Penna. ~ ~

POSTERS CUTOUTS

WINDOW and DEALER DISPLAYS

LITHOGRAPHED COLOR ADVERTISING

NEW

ABBOTT KIMBALL, INC., - 250 PARK AVENUE - NEW YORK

ADVERTISING

If you will look back over the successful advertising of the last ten years, you will see that much of it came out of agencies just starting. From men who exceeded themselves, doing better work than they had ever done before because they had to, to win.

A few years ago Young & Rubicam's Postum campaign—Lennen & Mitchell's work on Old Gold and Scripps-Howard—Pedlar & Ryan's Ipana . . . not only increased sales but lifted the prevailing standards of advertising production . . . All were the work of new-born agencies.

We believe that this sort of agency—just starting—is a great help on almost any size advertising account, but specifically it is a buy for the smaller accounts which want, and now need more

than ever before, the services of top-flight advertising men.

As an experienced advertiser you know that what you get from an agency depends on who actually *works* on your account. If you get *principals*, well and good. If not, your advertising may cost you an incalculable sum.

Perhaps your advertising needs this sort of service right now . . . the service of able and experienced advertising men, working hard in a new office of their own, out to win because there is more necessity and incentive than there has ever been before.

A telephone call will bring one of our principals to your office—and after that, if we get your business, that principal will continue to work on your account.

TELEPHONE WICKERSHAM 2-6765

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An Inquiring Consumer

He Asks Some Advertisers to "Prove It" and Finds They Are Ready

A CONSUMER, who prefers to remain anonymous, began to wonder about some of the things he read in advertisements.

"These companies," he said to himself, "make claims and statements and expect me to believe them. Of course, I don't question the truthfulness of such advertisers as General Electric and Hart Schaffner & Marx. But I wonder what they would say if I were to write a skeptical letter asking for some sort of proof that what they say in their advertising is true."

So he sat down and asked a few advertisers some pertinent questions. He has sent PRINTERS' INK copies of his letters and the replies which he received.

* * *

"The blue ribbon," this consumer remarks, "I think, should go to Samuel Cabot, Inc., manufacturing chemist. Not only did this advertiser write a sincere, factful letter, but he enclosed a batch of literature about Collopakes giving additional data."

Here are Mr. Consumer's letter and Samuel Cabot's reply:

Samuel Cabot, Inc.
Gentlemen:

Your advertisement in *American Home* for Collopakes interests me. But I wonder if you can furnish me with some proof of the superiority of your product over ordinary paints. You say the "particles of pigment are much smaller." Have you comparative data on this point? How can I be sure that what you say is true? I shall look forward to your reply.

SAMUEL CABOT, INC.
NEW YORK

Dear Sir:

We thank you for your letter of March 30, with regard to our Collopakes.

We are very glad to have the opportunity to show you why our Collopakes are superior to paints manufactured in the ordinary way. The Collopake process was invented by Mr. Cabot a number of years ago, and is our own patented process. By means of this process,

the pigments are reduced to such extreme fineness that there is practically no separation between the pigment and vehicle. In other words, our Collopakes are almost a perfect solution. Therefore when applying our Collopakes to a surface, the pigment as well as the vehicle penetrates into the pores of the surface. With ordinary paints, the pigments are not fine enough to penetrate sufficiently. This process is described in our enclosed laboratory bulletin.

Our Collopakes are superior to ordinary paints, in that they are more durable, have better hiding power, penetrate more deeply, and the colors are unfading. This latter quality is of particular importance as regards greens. There is absolutely no comparison between our greens and ordinary greens. We guarantee our greens to be unfading, and they do not turn blue, as do other greens. Also our double white stays white, and has better hiding power than lead and oil.

Our company has been in business for over fifty years, and we would not impair our high standing and confidence with the trade by misrepresentation. We will gladly furnish samples of any of our products for you to test personally, and our representative will call at your request to convince you further of the superiority of our Collopakes over ordinary paints.

SAMUEL CABOT, INC.,
By B. R. ANDERSON.

* * *

Here is what the inquiring consumer asked the General Electric Company, and the reply:

General Electric Company,
Gentlemen:

Your advertisement concerning the "Believe Your Own Ears" test taken by the Chicago Civic Opera Stars interests me. I wonder if you would tell me what radio sets, other than G. E., were included among the four in the test? Was it under the guidance of unprejudiced sponsors? How can we be certain that the G. E. radio wasn't played over and over, instead of separate sets?

I want proof that the test was a fair one.

GENERAL ELECTRIC COMPANY
BRIDGEPORT, CONN.

Merchandise Department

Dear Mr.:

Thank you kindly for your inquiry in regard to the tone test held before the Chicago Civic Opera Stars.

We cannot tell you the names of the radio sets which competed in this test, other than to say that they were from leading and nationally known manufacturers. The reason for this is that these tests are not conducted in disparagement of any other company's product. Their only purpose is to prove that there is a demonstrable difference in the tone of General Electric Radio over other makes. Having presented the facts, we ask our readers to "Believe Your Own Ears."

The test was held in the Tower Room of the Stevens Hotel. Each set which competed had as many or more tubes than the General Electric and sold for the same or a higher price. The sets were purchased from local dealers. They were examined by an independent and unbiased service man who put each in its best operating condition (including the G-E). An outside radio engineer took care of the switching of the program from one set to another. As each set played, an electrically lighted number in front of the screen indicated which set was playing. None of the audience knew the sets other than by their number. The tests were conducted under our sponsorship.

You may be assured that the stars of the Chicago Civic Opera Company, and all the other reputable organizations which have participated in these tests, had to be thoroughly satisfied that the test would be a fair one, honestly conducted, and not merely advertising exploitation.

The best proof that the test was fair and not "fixed" is the General Electric name. We have been in business for some forty years, conservative and honest are our business operations. You may be sure that our executives would not permit for a moment any activity which might cast the slightest bit of doubt as to the honesty of the

Company. Our responsibility to our customers, our employees and our stockholders is too important to permit us to engage in questionable "stunts" contemplated for a few dollars immediate gain.

If you care for more details, I shall be very happy to provide them, but perhaps the best proof that these tests are fair and honest is the proof of your own ears.

R. DEL DUNNING,
Radio Advertising Manager.

* * *

"That," declares our consumer, "is my idea of a good letter. Mr. Dunning's sincerity is contagious. Furthermore it ends with a real hook—in an invitation for me to have a demonstration."

The next letter was signed with the initials "A. S. H." These presumably stand for A. S. Hart, vice-president and secretary of Hart Schaffner & Marx. Mr. Hart didn't neglect to take advantage of the opportunity to "ask for an order." He was anxious not only to answer the skeptical consumer's questions but get him to buy a Hart Schaffner & Marx suit.

Here is the consumer's letter and Mr. Hart's reply:

Hart Schaffner & Marx,
Gentlemen:

In your latest advertisement in *The Saturday Evening Post* you state that you yanked the lever marked "quality" forward hard—farther than it has been yanked in twenty years.

Knowing that you have always prided yourself on the quality of your clothes, I am wondering just how you have improved upon this quality.

Are the woollens better? Are the suits better made? Are the linings better? Do you mean to imply that your clothes haven't been, in the past, as good as they might have been? Why were your prices so high if quality was low?

In short, I would like some sort of proof that what you say about higher quality is true.

HART SCHAFFNER & MARX
CHICAGO

Dear Sir:

We are glad to reply to your letter of March 22. You are correct in the statement that we have always prided ourselves on the quality of our clothes, quality that has been endorsed by multitudes of satisfied wearers throughout the nation. We have, however, also

been on the alert, never quite satisfied with the best, and ever striving to improve our product.

Through constant research, we have added improvements to our methods and refinements to our tailoring. Through intensive studies of the human form, we have improved the fitting qualities of our clothes and, at a time when the buying power of money has increased and every penny counts, we have insisted that the maximum in fabric value, whether woollens or linings, is received for every dollar spent.

Just one tangible example of the result is the Guardsmen suits announced in the advertisement to which you refer.

May we suggest that you step into the Wallach Brothers' store in Newark or into any other Wallach Brothers store in New York and slip into one of these suits? The fit, the style, the quality and the long service the suit will give you, we are confident, will furnish the additional proof.

HART SCHAFFNER & MARX,
A. S. H.

* * *

Lambert also considered this consumer letter important enough to warrant the attention of an important individual, thoroughly familiar with the facts—the chief bacteriologist.

Lambert Pharmacal Company,
Gentlemen:

In your latest *Saturday Evening Post* advertisement you give figures from some tests showing that Listerine gargle reduces the number, severity and duration of colds.

I would be interested in obtaining complete details of these tests. Where were they conducted? Under whose supervision?

Have you a copy of the complete report on which this advertisement is based?

I am interested in the subject of colds and a user of Listerine.

LAMBERT PHARMACAL COMPANY
ST. LOUIS, MO.

Dear Mr.:

In answer to your letter of March 22, I wish to assure you that the figures given in our advertisement relative to the value of Listerine in preventing colds are based on carefully controlled tests.

These tests were conducted in a factory on a large number of people working under similar conditions, by a registered nurse of wide experience, under the supervision of a doctor in good standing.

If you have any further questions, I shall be glad to answer them.

G. F. REDDISH,
Chief Bacteriologist,
LAMBERT PHARMACAL COMPANY.

* * *

It isn't often that an advertiser is called upon by a skeptical consumer to prove his advertising statements. Yet there undoubtedly are many readers of every advertisement who ask themselves whether the statements made are true.

The longer a company has been advertising, the less likely it is that readers will mentally question what it has to say. Mr. Dunning knows that it is unnecessary to tell most of the readers of General Electric advertising that "We have been in business for some forty years; conservative and honest are our business operations." One thing that years of consistent advertising of reputable products has done for General Electric is to create an acceptance and automatic credence for its claims.

An advertiser may not feel that it is necessary for him to give the exact source of all of the facts in each advertisement, but he certainly should be ready and willing to back up anything he says with convincing proof.

Our inquiring consumer says that several advertisers to whom he wrote did not reply. They evidently considered his letter unimportant or as coming from a crank. How much better it is for an advertiser to look upon each letter as an opportunity to make a sale, possibly, or at least to build additional goodwill. A courteous, prompt reply will go a long way toward softening the wrath or satisfying the curiosity of letter-writing consumers, whether their inquiries are pertinent or impertinent.

Because so many advertisers have been guilty of making exag-

gerated claims and statements that are impossible to substantiate with facts, some advertisements today contain references to sources and other proofs. A commendable example was referred to in **PRINTERS' INK** just recently, that of the California Packing Corporation. This advertiser's copy for Del Monte canned goods is full of reason-why facts—all supported by authoritative references in the form of footnotes.

When a Palmolive soap advertisement shows a photograph of a vial of olive oil and states that "This much goes into every cake of Palmolive," it is natural to expect some women to be skeptical. This advertiser anticipates disbelief by showing an enlarged reproduction of a tag that is attached to the sealed vial. The tag states: "This is to certify that this tube contains the exact amount of oil that goes into every 10-cent cake of Palmolive soap." The tag bears the signature of N. N. Dalton, vice-president in charge of production, and the seal of a notary public. No one is likely to write to this advertiser and ask for proof.

If there were a few more inquiring consumers there would be more honest advertising. No doubt, many an enthusiastic copy writer yields to the temptation to exaggerate just a little bit, knowing that no one will check him up.

Again Heads Cleveland Industrial Sales Group

Glenn H. Eddy, of the Ohio Brass Company, Mansfield, Ohio, has been re-elected president of the industrial sales division of the Cleveland Advertising Club. Lloyd Weber, of the Osborn Manufacturing Company, has been elected vice-president and M. W. Perinier, of the McGraw-Hill Publishing Company, secretary. John R. Booher, of the Cleveland Crane & Engineering Company, has been re-elected treasurer.

Italian Papers Appoint Robert Reinhart, Jr.

Robert Reinhart, Jr., formerly advertising manager of the *Bollettino Della Sera*, New York, published by Generoso Pope, has been appointed national advertising representative of this newspaper and *Il Progresso* and *Corriere D'America*, also published at New York by Mr. Pope.

A merchandising department is being organized for these three papers.

A Controversy Gets the Facts

NEW ORLEANS PUBLIC SERVICE, INC.

NEW ORLEANS

Editor of **PRINTERS' INK**:

Thank you very much for the information you so kindly furnished concerning the liability of advertisers when an agency fails to fulfil its financial obligations.

The articles you mailed us proved to be very interesting, and would have been returned to you sooner had not so many persons, interested in the controversy, wished to read them.

The service rendered to subscribers by your publications is indeed helpful, and I assure you it is greatly appreciated.

J. C. BARNES,

Director of Advertising.

Wisconsin Daily Advertising Managers to Meet

Members of the Wisconsin Daily Advertising Managers' League will hold their summer quarterly meeting at Appleton, Wis., in June, according to R. D. Sanche, of the Wausau, Wis., *Record-Herald*, president. The meeting will be held coincident with the summer convention at Appleton of the Wisconsin Daily Newspaper League.

H. E. Scheerer Buys Control of Indiana Daily

H. E. Scheerer, president of Scheerer, Inc., Chicago publishers' representative, has purchased a controlling interest in the Princeton, Ind., *Clarion-News*. George H. Grigsby continues as business manager and president of the publishing company.

C. B. Cooney Joins Rogers Engraving

Charles B. Cooney, formerly with the Philadelphia and New York plants of the Beck Engraving Company and for the last nine years vice-president of that firm's Illinois corporation, is now associated with the Rogers Engraving Company, Chicago.

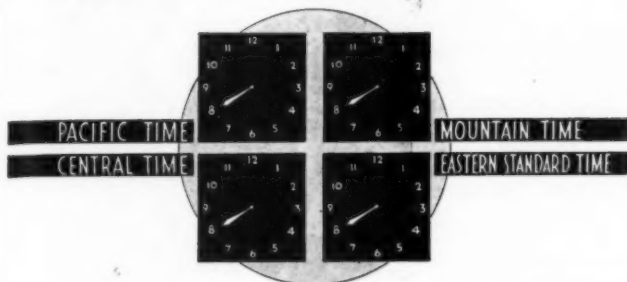
Lime Account to Lake-Spiro-Cohn

The Gager Lime Company, Chattanooga, Tenn., has appointed Lake-Spiro-Cohn, Inc., Memphis advertising agency, to direct the advertising of its Gager's House & Garden Lime. Newspaper and radio advertising will be used.

New West Virginia Business

The Dixie Advertising Company has been formed at Bluefield, W. Va., to conduct an outdoor advertising business. Incorporators of the new business include Myles R. Foland, Fred M. Hawley, C. Ray Hawley, Beatrice Kincaid and E. Mark Kincaid.

"ON THE SPOT"



BY THE CLOCK

Yes, yes . . . you know all about these time discrepancies. (8 p. m. New York, 5 p. m. San Francisco.) But . . . you have to put up with them.

Who said so?

They're wrong. By Spot (individualized) Broadcasting . . . electrical transcription or local talent . . . you can spot your program anywhere, everywhere, at the time listeners are ready to listen.

And: You can get any program you want, on Spot Broadcasting, through Scott Howe Bowen, Inc., in association with Byers Recording Laboratory.

Each is the pioneer in its field; each now the acknowledged leader. Together they are showing conclusively that the most outstanding talent can be successfully presented to give people what they want when they want it . . . and make advertisers' programs more returnful.

SCOTT HOWE BOWEN INC

SPOT BROADCASTING

CHRYSLER BUILDING, NEW YORK CITY
CHICAGO DETROIT KANSAS CITY BOSTON
OMAHA SAN FRANCISCO

A third dimension for the advertiser's product

A REALLY NEW IDEA in photo-engraving awaits your return of the coupon below—a scientific development of especial interest to both the art director and production manager.

After considerable experimenting Wilbar has succeeded in producing a new method and technique in the production of photo-engravings. This Wilbar technique "steps out" the product displayed, virtually giving the effect of a third dimension. As one advertiser said, "You feel as if you could pick my product right off the magazine page".

Adaptable to Many Uses

To see the results of this technique is to know how well it can be applied to your client's advertising. Wherever products or figures are displayed it can be employed.

Mail Coupon for Interesting Set of Proofs

This new Wilbar technique has several advantages. So that you can see its effectiveness, we have prepared a series of proofs on a variety of subjects. The coupon will bring these proofs to you with a complete explanation of this new Wilbar technique—without obligation.

WILBAR ENGRAVINGS

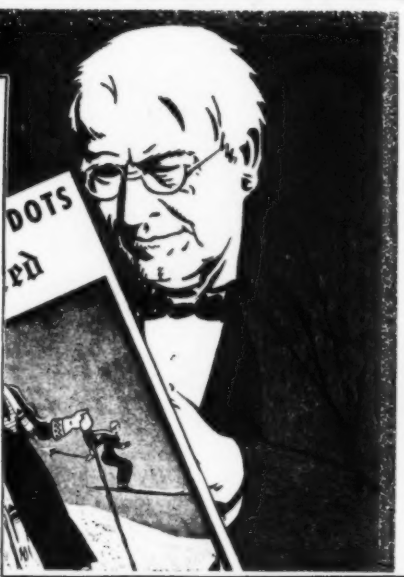
Day and Night Service

Color Process and Benday Engravings

WARREN PHOTO ENGRAVING CO., INC.
211 West 114th Street, New York

Without obligation, please send me proofs
and details about your new technique

Name.....
Company.....
Address.....



Results!

Hard to get when competition is keen? Not at all when the advertising is alive—alive in copy and in medium.

Printers' Ink Monthly is alive with its readers—the big buyers of advertising space, service and materials, because it helps them do their job better. And that counts in these days.

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WILBAR
I.O.U.



“The coupon that we ran in several of these advertisements in *Printers' Ink Monthly* during the early part of last year produced very good results. We received from 15 to 20 return coupons per week. Although we have discontinued the use of the coupon we are still receiving a number of inquiries every week. They have come from all over the United States as well as many foreign countries. We are agreeably surprised to learn of your wide circulation. Only last week we received one of the return coupons from Australia.

We wish to take this opportunity of informing you of our complete satisfaction with the results we have obtained from our advertising in Printers' Ink Monthly.

WILBAR PHOTO ENGRAVING CO., INC.,
LOUIS A. WILDMAN, *President.*

REVIVING

4830

Old Art

IN AN ECONOMICAL WAY

THE OLD DAYS are brought back for the modern advertising man with something brand new in photo-engraving.

Fifteen years ago all "high class" photo-engraving was enhanced by hand-engraving. It was an art. It took time, was costly, but it produced wonderful effects. Hand engraving was and is a way to individualize an illustration—give it character.

Wilbar brings to you these hand-engraved effects of yesterday without the costly expense or the time hold-ups. Wilbar has developed a new technique in step with 1931.

Stop and think what hand-engraving can do to individualize modern illustrations, backgrounds and products. Then you will want to see this new Wilbar technique.

It will surely be worth your while to see the proofs we have, and to know how quickly and inexpensively it can be done. Don't be skeptical. Seein' is believin'. Just mail the coupon. The proofs with a full explanation are yours—without any obligation.

WILBAR
ENGRAVINGS

Day and Night Service

Color Process and Benday Engravings

AA

WILSON PHOTO ENGRAVING CO., INC.

333 West 52nd Street, New York.

Without obligation, please send me proofs and details about your new technique

Name _____

Company

Address: _____

What Groucho Says

He Evidently Wants an Old-Fashioned "Boom"

HERE'S that opinion you demanded. I've been called a "shoddy optimist," a "soft-thinking enthusiast," an "ignorant and fatuous boob" by better men than you, so whatever you think about this won't hurt me a bit. You would have it.

The wise boys intimate that mebbe we can have a little prosperity if we'll be good. The amiable editorial harpies are still gloating over the sickness of the patient. They tell us if we'll never inflate again, mebbe we can build up a little more business—but—not too fast, boys, not too fast!

If we talk about speeding up, they say, "Shush, do you want to try to do business with sawdust money?"

Now I'm rooting for INFLATION—for enough of it to get some wheels whirring and R.R. cars moving. By the way, I intended to send you a photo of some of these little four-wheeled freight cars in Europe—'bout two hogshead size.

Those little European freight cars are a symbol of very low overhead and not much of anything moving even when they run full. O. K. to have low overhead when there's nothing moving around to bump the overhead.

We got big freight cars in our country, but they're on the bum when they sit on sidings by the month.

Oh, sure, there's both inflation and fool inflation. One of those editor guys who called me a "soft thinker" asked why do you say "inflation" when you mean "expansion"? I answered: "Let's know the worst. When you curse inflation, most of your readers think you're putting a ban on 'expansion.' 'What's the dictionary for?' sez he. 'Right,' sez I, 'but don't blame me for that!'"

So I'm for inflation, now, for more of it than we'll get for years. Shut up telling me I'm trying to kid you into believing in a new era of fiat prosperity, and let me kid you into this inflation idea. United effort by labor organizations increased wages, didn't it? Yes, even inflated 'em so they could take the 10 per cent cut of timid bosses and still sit prettier than it is good policy for them to admit. That's a bit of what I mean by making inflation finance the next deflation. Watch those guys. Our good labor leaders are about the smartest men we got.

Now have a heart. Don't quote me with Boss or Gent. Treas. They want business to hump 'bout as much as they wanna save their immortal souls, mebbe more, but they don't wanna call it "inflation."

First and last they wanna be known as safe, sound, conservative, careful, wise and all those nice things.

GROUCHO.

Now National Typographers, Inc.

The E. M. Diamant Typographic Service has been succeeded by a newly organized concern to be known as National Typographers, Inc. W. P. Lillcrapp is president; A. J. Cushing, vice-president; E. M. Diamant, treasurer, and A. M. Schulz, secretary.

Death of A. O. Barrows

Arthur O. Barrows, office manager and head of the sales correspondence department of the Mittineague mill of the Strathmore Paper Company, died recently at West Springfield, Mass. Mr. Barrows, who was forty-nine years old, had been with the company for the last twenty years.

E. L. Ellis Appointed by The Fair

Evan Leslie Ellis has been appointed advertising manager of The Fair, Chicago department store. He has been engaged in the advertising agency business at Chicago for a number of years, most recently with the Homer McKee Company.

O. B. Bond with Calkins & Holden

Osborne B. Bond, formerly space buyer with the Richardson, Alley & Richards Company, New York advertising agency, has joined Calkins & Holden, advertising agency, also of that city, in a similar capacity.

These Testimonials Are More Than 100 Years Old

Vermont Marble Dips into History to Sell the Durability of the Product

FEW products are as hard to advertise as headstones. Besides the obvious discretion and delicacy that must be exercised and observed in such advertising, there still remains the cold fact that people are interested in things funereal only in times of need.

Delicacy is something that can be subtly effected by a skilful pen. Interest in a memorial, however, is not quite so simply attained.

Therefore the current newspaper rotogravure campaign of the Vermont Marble Company, of Proctor, Vt., is worthy of note. Instead of casting about for some far-fetched theme, the company decided upon the idea of using actual photographs of century-old headstones. There is something intriguing, ever-interesting about an old tablet. The use of ancient headstones, not only capitalizes this interest, but also intimates the durability of marble.

For instance the advertisement with the striking head "Murdered by the Savages—1778" features a photograph of a Vermont marble headstone erected in a little graveyard in Cherry Valley, N. Y., in 1792.

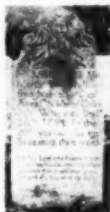
"In a century and a half," says the copy, "not the slightest detail has become effaced. Among the earliest known and best preserved gravestones in America are those found in and around New England—hewn from Vermont marble. Through freezing winters and scorching summers they preserve the names of persons who lived and died in the early days of our country's history."

"She died repeating these words:" is the caption of another advertisement. And following the words, the copy begins: "Little is known of Mistress Mercy Underhill, save that she was a pious and dutiful daughter. She passed away, at the untimely age of twenty years, soon after this country had become a Nation. But in a quiet

New England churchyard her name still lives. For her parents chose the finest material they knew to honor her memory—imperishable

She died repeating these words:

*"Of my last world care and pain,
I'll not dwell, and I'll not care;
I'll rather dwell on Death's face,
Than dwell on the stones on the grave."*



Little is known of Mistress Mercy Underhill, save that she was a pious and dutiful daughter. She passed away, at the untimely age of twenty years, soon after this country had become a Nation. But in a quiet New England churchyard her name still lives. For her parents chose the finest material they knew to honor her memory—imperishable Vermont Marble. Through the winter winds and scorching summer suns of nearly a century and a half, the stone has

remained unchanged. The inscription, the crude decorations, even the cloud marks of the unskilled sculptor are as clear, almost, as the day they were first made.

Today, as in the day past, marble is the choice of those who would endure the memory of loved ones in everlasting beauty. It is the oldest of memorial stones now in general use. The Puritans of New England, the contemporaries of the Pilgrims, the Lincoln Memorial of our own day, are but a few of the world's great marble shrines.



For all to wear, not heavy and rugged enough, Vermont Marble is not at all expensive. You can obtain the Memorial Stone in modern design, exquisitely carved, for a cost that compares very favorably with that of other materials. There is a Vermont Marble dealer near you. Let us send you the helpful booklet, "All That Is Beautiful Shall Abide Forever." Dept. 246, Vermont Marble Company, Proctor, Vt.

Vermont Marble
BEAUTIFUL  PRACTICAL DURABLE

"She died repeating these words:" on interesting approach to the outstanding sales-point of Vermont Marble—its durability, evidenced by the fine state of preservation in which this stone, erected in 1792, stands today—113 years later!

One of the Historical, Rotogravure Newspaper Advertisements of the Vermont Marble Company

Vermont marble. Through the winter winds and scorching summer suns of nearly a century and a half, the stone has remained unchanged. The inscription, the crude decoration, even the chisel marks of the unskilled sculptor are as clear, almost, as the day they were first made."

Each advertisement in the series, after telling, by impressive illustration and copy, of the durability of marble, turns to a discussion of its use in modern memorials.

Trade Commission Doesn't Want Power of Censorship

It Feels, However, That There Is Need for Impartial Governmental Regulation of Statements Made in Advertising

THE work and scope of the Federal Trade Commission, particularly as these concern the use of advertising in unfair methods of competition, were described by James A. Horton, assistant chief examiner of the Commission, in charge of advertising censorship, in a talk before a meeting of the drug group of the Advertising Club of New York.

"I wish to assure you," he stated at one juncture in his speech, "that the Commission in its activities is not in any sense attempting to exercise the power of censorship and that it emphatically does not desire any such power. Neither is the Commission attempting to arbitrarily impose its views or desires on the advertiser, as this would constitute a bureaucratic interference with business, repugnant indeed to salutary and free competition, and wholly undesirable alike to the public and to business."

As he views the situation there is, however, the need for impartial Governmental regulation and it is in this impartial spirit, he declared, that the Commission does assert its proper jurisdictional powers in every case, and to require in those cases involving the use of advertisements that such advertisements be true in substance.

Some idea of future trends that Governmental regulation may take were ventured by Mr. Horton. He referred to a statement recently made by him to the effect that "as it was found necessary to enact the Foods and Drugs Act in order to secure the purity of foods and drugs and thus protect the health of the public, so will, in my opinion, the continuation of false, deceptive and fraudulent practices in the advertisement and sale of these products result in the enactment of additional regulatory legislation which will make your problems increasingly difficult, but will give to the public adequate protection."

Mr. Horton denied any claims to powers of prophecy but, for the information and consideration of his audience, read excerpts from a bill introduced by Senator David I. Walsh. This bill seeks to extend and classify the powers of the Commission. In referring to "unfair methods of competition," the bill provides that:

These terms also specifically include all acts of every kind and nature which might tend to mislead or deceive competitors, the public or the ultimate consumer, such as misstatements, expressed or implied, oral or written, whether contained in letters, circulars, advertisements on labels, containers or otherwise, as to the quality, purity or condition of the goods offered for sale; . . . or as to the nature, character or identity or relative or effective quantity of the raw materials or ingredients or the process or conditions entering into the manufacture of production thereof; . . . or as to the purpose for which the same may be used; or as to the use to which the same may be applied; or as to the effect produced by the use thereof; or as to the tests, endorsements or certification thereof by others; or as to the voluntary nature of paid testimonials not clearly designated as having been paid for; . . .

"I refrain from commenting on these provisions," said Mr. Horton, "except to state that they reflect an aroused, enlightened public opinion that will ultimately prevail; that will insist on the creation of an effective method of regulation or control of advertising, engendered in part by the belief that, as advertising affects the health, well-being and economic prosperity of our nation, the public is entitled to protection against false, misleading and fraudulent representations, or inducements in the appeal of the advertiser."

"This will be accomplished, in my opinion, either through legislation, or by voluntary action on the part of those primarily interested."

With Graduate Group, Inc.

W. S. Newhouse, Jr., for the last four years with Barron G. Collier, Inc., has joined The Graduate Group, Inc., New York publishers' representative.

The Monthly went NATIONAL

Just seven months ago was announced the most aggressive step ever undertaken by a Canadian magazine. It was not only the talk in Canadian advertising circles, but in the United States as well. How could a publication in times such as these set a goal in twelve months, that of the largest circulating magazine in the Dominion? Faith in the Monthly on the part of the publishers was understandable, but just what would be its acceptance by the reading public?

Here is what happened. Before our expansion program circulation figures for the six months' period ending June, 1931 in the eastern provinces were as follows:—

Newfoundland	341	Prince Edward Island	228
Nova Scotia	2,153	Quebec	1,421
New Brunswick	796	Ontario	9,323

Total Circulation Eastern Provinces—14,262

Here is how the circulation stands in these same provinces seven months after the announcement.

Newfoundland ..	1,173	Prince Edward Island	613
Nova Scotia.....	6,003	Quebec	8,020
New Brunswick..	3,890	Ontario	33,864

Total Circulation Eastern Provinces.... 53,563

An interim circulation of 145,000 A.B.C. was guaranteed for the April issue. The total actually delivered is in excess of 153,000.

The five largest United States national magazines circulating in Canada dropped 95,000 Canadian circulation in the last six months of 1931 as compared with the first six months of the same year. The Western Home Monthly found 35,000 new outlets in the same period. Just figure it out. (The circulation gain of other Canadian magazines in this period was practically negligible. Any gains made were quite frankly credited to Christmas offers.)

These facts show that not only has the Monthly received the greatest confidence ever accorded a periodical by the magazine reading public, but that the publishers' judgment was sound and a per capita coverage is being developed in the eastern provinces similar to that now enjoyed in Western Canada. The manufacturer most anxious to hold his sales and increase them now and in the future should hook up with the magazine that can increase its sales 56% in a twelve months' period.

THE WESTERN HOME MONTHLY

Published at Winnipeg, Canada

EASTERN OFFICE: 315 Toronto Harbour Commission Bldg., Toronto, Canada
WESTERN OFFICE: 713 Hearst Building, San Francisco, Calif.

"CANADA'S GREATEST MAGAZINE"

A Crime Thriller That Advertises Electrical Appliances

General Electric Ties \$5,000 Prize Contest to Mystery Story and Urges Dealer Promotion

A MYSTERY story with a purpose; that is "The House of Retrogression" by Chann Patrick. The purpose is not one of philanthropic uplift but to promote the sale of General Electric appliances.

"The House of Retrogression" is a full-sized, 221-page mystery story with the usual amount of deaths, disappearances and so forth. However, instead of glorifying a detective, it glorifies the house-to-house salesman and electrical appliances. Its hero, a house-to-house salesman, is what is known as a swell fellow and he and other characters as well as the author do an excellent job in spreading the gospel of electricity and what electrical appliances are doing in the home.

The final chapter of the book is sealed. Readers are cautioned not to break the seal and not to read the chapter until they have written their own chapter solving the mystery. These solutions are to be sent to Grace Ellis, who broadcasts regularly for General Electric, who in turn will present them to a committee of judges—T. K. Quinn, vice-president, General Electric Company; M. H. Aylesworth, president, National Broadcasting Company, and Bruce Barton, of Batten, Barton, Durstine & Osborn.

The judges will select the 100 best "final chapters" and award a total of \$5,000 in prizes. The first prize is worth \$500 and each of the first ten prizes is worth more than \$200.

Miss Ellis broadcast complete details of the contest, reading a synopsis of one of the first fourteen chapters each day for fourteen days.

The contest closes on May 7 and solutions must be limited to 3,000 words.

There is no reference in the book to any manufacturer although, of course, General Electric is bound to get the benefit of this unusual form of promotion. Copies of the book are being sold to dealers through distributors at a cost of \$1.50 for single copies, \$1.25 on orders up to two dozen and a dollar in lots of twenty-five or more.

The company is urging that electrical appliance salesmen, home canvassers, utility men, dealers and distributors read the book. It also suggests that distributors and dealers should promote it and the radio contest in every possible way. The book is being featured in General Electric house magazines and dealers are being shown various ways in which they can tie up with it.

Makes Survey of Investment Trust Advertising

Forty-one investment trusts, during 1931, used more than 1,500,000 lines of newspaper advertising, according to a survey conducted by W. H. Griffiths of the Administrative and Research Corporation, New York. This advertising ran in 146 newspapers of 68 cities. The advertising activities of five fixed trusts covered 75 per cent of the total volume represented by this lineage.

Leo Morrison Joins Advertiser's Service

Leo Morrison, for five years a member of the staff of the Dyer-Enzinger Company, Inc., advertising agency, has joined the Advertiser's Service, Inc., Milwaukee advertising agency, as an account executive.

Select Winners in Public Utility Contest

Winners in the annual Better Copy Contest of the Public Utilities Advertising Association were selected by the board of judges at New York last week. The prize advertisements will be reproduced in a brochure to be published by the association, which will be ready for distribution at the time of the convention of the Advertising Federation of America. Eric W. Swift is chairman of the committee in charge of the competition.

James Doyle Starts New Publication

James Doyle, formerly publisher of the Seattle *Post-Intelligencer*, has started publication at Hollywood, Calif., of the *Hollywood Star*, a new weekly motion picture publication. L. O. Macloon is business manager.

Court Fines "Never Undersold" Advertiser

AN Ohio retail advertiser who claimed that he is "never undersold" was found guilty of using advertising to mislead the public. The Court rendered its decision on the basis that this advertiser had thus violated Ohio's PRINTERS' INK Model Statute.

The decision is important because of the aggressive measures which the Better Business Bureaus are fostering to stamp out predatory advertising practices. Among the practices condemned is the use of certain underselling claims which a committee of the Affiliated Better Business Bureaus brands as unfair and uneconomic.

In connection with enforcement of these standards, therefore, the recent Ohio decision shows the way to clean up misrepresentative advertising through due legal processes. The defendant in the case was Hugh H. Jamison, local manager of the Muir Drug Company, at Columbus. His company stated in newspaper advertising that "Muir's Are Never Undersold."

On appearance of this advertisement, the Columbus Better Business Bureau conducted an investi-

gation which proved that the merchandise advertised could be obtained elsewhere at lower prices. A warrant was issued and the local manager arrested. Evidence was submitted by the Bureau to show that it had tried, unsuccessfully, to prevail upon the Muir company to eliminate such statements as "Muir's Are Never Undersold" and "The World's Lowest Prices."

Judge Kime held that the statement in question was a statement of fact which was proved untrue by the evidence in the case and not mere puffing or dealer's talk as held by the defendant's attorneys, and therefore a violation of the PRINTERS' INK Model Statute.

At the conclusion of the trial, counsel for the defense moved for dismissal on the grounds that Jamison had not authorized the appearance of the advertisement and that the PRINTERS' INK Statute was unconstitutional. Judge Kime overruled their motion. A date was set for hearing on a motion for a new trial but on that date, the defendant instead paid the fine imposed and the case was therefore closed.



E. A. Waite Joins Benton & Bowles

Edgar A. Waite, formerly with the advertising department of The Fox Theatres, has joined the staff of Benton & Bowles, New York advertising agency. He will, for the present, be located in San Francisco. Mr. Waite, for a number of years, was with various Pacific Coast newspapers.

Death of F. E. Hall

Fred E. Hall, sales executive of Outdoor Advertising, Inc., New York, died last week at Larchmont, N. Y., at the age of sixty-one. He began his career in a sales capacity with Swift & Company, Chicago, and, later, was manager of the Eastern Advertising Company. He had also been with the Poster Advertising Company and the General Outdoor Advertising Company.

W. F. Deveneau Joins Richardson Taylor-Globe

Willard F. Deveneau, formerly director of merchandising of The Strobbridge Lithographing Company, Cincinnati, has become associated in an executive capacity with The Richardson Taylor-Globe Corporation, of that city, folding paper boxes. He will be in charge of sales development and merchandising plans.

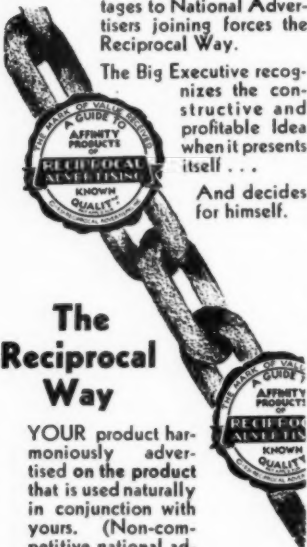
Norwegian Railways Resume Schedule

The Norwegian Government Railways, Oslo, Norway, which discontinued their advertising in this country during December because of depreciated exchange and the dubious outlook at the time for European travel, has resumed its full schedule in magazines. The Wales Advertising Company, Inc., New York, handles the advertising.

WHY BIG?

The resounding reason the Big Executive is Big: he is alert for the worthwhile and focuses his attention when he gets an idea—he cares not where. At home, at a director's table—he can be counted on to sense the significant—that's the Big Executive.

Reciprocal Advertising (Pat. applied for) is suggestive of far-reaching ideas to Executives. Ideas helpful to the consumer and reciprocal in advantages to National Advertisers joining forces the Reciprocal Way.



The Big Executive recognizes the constructive and profitable idea when it presents itself . . .

And decides for himself.

The Reciprocal Way

YOUR product harmoniously advertised on the product that is used naturally in conjunction with yours. (Non-competitive national advertisers only.)

And, reciprocally, their advertising on your Product.

The common interests tied up in the advertising identified with



RECIPROCAL ADVERTISING
INCORPORATED

"THE GOLDEN RULE
IN MERCHANDISING"

102 EAST 30th ST., N.Y., N.Y.

Consumers, Disillusioned, Turn to Known Brands Again

(Continued from page 4)

least with an eagerness to begin the battle.

This will be true, in all probability—*regardless* of the actual economic improvement which may or may not be just around the corner: for we're discussing, not the consumer's pocketbook, but the consumer's state of mind. The pocketbook, admittedly, hasn't changed much: the point of view has.

Secondly, we'll unquestionably have *better* advertising. "Better" in every sense of the word. Not that there'll be less pressure for results: there'll be just as much, or more. Not that we'll find advertising reaching a higher aesthetic plane than it reached during the 72-point. Headline Era, though probably, with Style and Quality an increasing important factor, there will be an improvement in general appearance.

But advertising—retail and general—will be better because it will be truer. If fifteen competitors have all been claiming the earth with a fence around it, and no one believes any of them any more, the first one who brings forth an honest, sincere, appealing story will carry new and profitable conviction to the reader's battered heart.

Thirdly, there will probably be a recrudescence of what used to be called "institutional" advertising: though it will be in such a changed and sharpened form that its own parents wouldn't know it. For the firms—and there are many of them—which have clung to quality standards through the last two years *have* got a lot to be proud of: and for a while, at least, it's going to be worth while to call attention to the record.

But this upward trend, this New Uplift, is bound at the same time to create certain problems of its own. There's one angle, particularly, which needs watching:

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Let's grant that the tide is beginning to turn, beginning to come in. With a public newly conscious of the need for Quality—it is just as sure as moonrise that there will come a general indiscriminate shout of "Quality!" that will be as meaningless and confusing as the general shouts of "Price!" ever were.

The moment quality becomes fashionable, so to speak, everyone will climb aboard the special . . . even those who have been doing their best to wreck it! And a situation will develop which may be quite as puzzling to the consumer as the old price appeal was.

To illustrate: Recently a noted expert made a speech on this very subject. It was a good speech—pointed and pungent. The next day but one, one of the very people he'd been pointing a finger at reproduced the newspaper reports of the speech over his own signature, giving due credit to its origin, of course, and observing in an unctuous manner: "This is what

we've been practicing for years!"

The moral is clear. Capitalize the new trend by all means: true quality, true style, seem about to become the dominant motivating force in moving goods during the next year. But shape and sharpen your message to cut through the confusing shouts of "Quality Forever!" with a real ring of truth. You'll need to plan your advertising more carefully than ever before. But it can be done. And if you have a real story—a true story—of quality to tell, now is the time to tell it!

Appoints Summers-Gardner

The Fedder Manufacturing Company, Buffalo, N. Y., automobile radiators, unit heaters and electric refrigerator specialties, has appointed Summers-Gardner, Inc., advertising agency of that city, to direct its advertising account.

To Change to Semi-Monthly

Beginning in May, *Your Garden and Home*, Cleveland, will be published twice a month. Hitherto it has been issued monthly.

THE SCREENLAND UNIT

Announces:

A REDUCTION IN RATES on Screenland Unit, consisting of Screenland and Silver Screen, and an adjustment of the rates on the individual magazines.

A REDUCTION IN THE NEWSSTAND PRICE of Screenland with the June issue from 25 to 15 cents a copy; accompanied by a greatly increased print order and sales promotion efforts.

ITS GOOD FORTUNE in securing the services of Macy & Klaner, Inc., as the Western Representatives of these magazines, with offices in the Wrigley Building, Chicago.

DONALD E. CURRAN,
Publisher

Lloyd Chappell
Los Angeles
220 No. Catalina St.

New York
45 West 45th St.

JOHN H. BACHEM,
Advertising Director

Macy & Klaner, Inc.
Chicago
Wrigley Bldg.

FARM PAPER SUMMARY FOR MARCH

COMMERCIAL ADVERTISING LINAGE

(Exclusive of house, livestock, baby
chick and classified advertising)

MONTHLIES

	1932 Lines	1931 Lines
Country Gentleman ...	30,529	65,768
Capper's Farmer ...	19,364	27,591
California Citigraph... ..	19,343	26,938
Successful Farming ...	17,599	25,559
Country Home ...	12,731	11,590
Southern Agriculturist..	11,958	19,540
Farm Journal ...	10,903	13,935
Florida Grower ...	9,969	13,000
Breeder's Gazette ...	8,839	16,251
Poultry Tribune ...	8,475	12,335
Amer. Fruit Grower ..	5,518	10,372
Leghorn World ...	5,326	4,370
The Poultry Item ...	5,158	5,971
Amer. Poultry Journal..	4,993	8,730
Rhode Island Red Jour.	4,932	4,110
Plymouth Rock Monthly	4,890	4,159
Better Fruit ...	4,018	7,293
Nat'l Live Stock Producer	4,012	5,073
Everybody's Poultry Jour.	3,607	5,958
Wyoming Stockman- Farmer ...	3,383	4,677
Poultry, Garden and Home ...	3,336	4,489
New England Dairyman	3,010	5,181
The Bureau Farmer ..	2,999	4,899
American Farming ...	2,721	3,852
Northwest Poultry Jour.	2,630	3,459
Farmers' Home Journal	2,396	2,346
Farm Mechanics ...	2,374	5,578
Iowa Farmer & Corn Belt Farmer ...	2,273	3,748
Totals ...	217,286	326,772

SEMI-MONTHLIES

Okla. Farmer-Stockman	20,675	27,728
The Progressive Farmer & Southern Ruralist Carolinas-Virginias Edition ...	15,218	29,672
Georgia-Ala. Edition	13,816	28,136
Ky.-Tenn. Edition.	13,605	27,692
Texas Edition ...	12,064	24,696
Miss. Valley Edition	11,593	25,846
Farm & Ranch ...	14,233	*26,519
Indiana Farmer's Guide	13,733	*26,035
Missouri Ruralist ...	13,501	22,161
Western Farm Life ...	12,907	17,524
Montana Farmer....	12,633	19,716
Hoard's Dairyman ...	12,311	26,002
Utah Farmer ...	10,786	15,773
The Southern Planter..	9,638	15,568
Arkansas Farmer ...	7,075	6,843

	1932 Lines	1931 Lines
Missouri Farmer	6,096	5,713
The Arizona Producer.	6,079	9,049
Southern Cultivator ..	2,893	4,179
Totals	208,856	358,852

*Four Issues.

BI-WEEKLIES (2 Issues)

Pennsylvania Farmer ...	24,218	†37,018
Wallaces' Farmer & Iowa Homestead ...	23,116	†41,129
The Farmer & Farm, Stock & Home ...		*†41,351
Minnesota Edition ..	22,454	
Dakota-Mont. Edition	18,691	
Prairie Farmer Illinois Edition	22,138	†42,239
Indiana Edition ...	15,221	†31,941
Wisconsin Agriculturist & Farmer	22,019	†33,731
Nebraska Farmer ...	21,458	†35,017
Ohio Farmer	18,891	†34,542
Michigan Farmer	15,945	†27,775
Dakota Farmer	14,117	28,946
Kansas Farmer, Mail & Breeze	12,952	†28,129
Totals	231,220	381,818

†Four Issues. *One Edition.

WEEKLIES (4 Issues)

	1932 Lines	1931 Lines
Pacific Rural Press ...	28,175	37,756
Rural New Yorker ...	27,292	42,740
California Cultivator ..	22,257	28,201
New Eng. Homestead..	21,691	28,727
Washington Farmer ...	*19,076	26,651
Oregon Farmer	*17,927	25,750
Idaho Farmer	*17,842	24,062
American Agriculturist.	12,736	25,320
Dairymen's League News	5,217	7,774
Totals	172,213	246,981

*Five Issues.

FARM NEWSPAPERS (5 Issues)

Kansas City Weekly Star		*†24,047
Missouri Edition ...	12,157	
Ark.-Okla. Edition ..	11,221	
Kansas Edition	11,221	
Dallas Semi-Weekly Farm News Tuesday Edition ..	5,502	11,369
Friday Edition ...	†4,708	†7,469
Totals	44,809	42,885

†Four Issues. *One Edition.

Grand Totals 874,384 1,357,308
(Figures Compiled by Advertising
Record Company)

1931
Lines
5,713
9,049
4,179
58,852

37,018
41,129
41,351

42,239
31,941
33,731
35,017
34,542
27,775
28,946
28,129
1,818

1931
Lines
7,756
2,740
8,201
8,727
6,651
5,750
4,062
5,320
7,774
5,981

0,407

369
469
885

308

FAIRVIEW FARM
Waterville, N.Y.

Dear Groucho:

April 20th, 1932

"Hell and Maria!" If Charlie Dawes didn't say that under his breath when he called on the St. James Court on an errand for these United States and they tried to put short pants, silk stockings and silver buckled slippers on him, I'll revert to that old Roumanian custom of eating my hat.

No, siree! No Little Lord Fauntleroy costumes for Charlie. He is distinctly NOT that kind of a boy! He went in "as is". There were just three things he carried with him--an underslung pipe, a set of plain, hard, vital FACTS, and that elusive quality no one can explain--that something that just gets across--a distinctive personality.

The other night, when I was reading the DAIRYMEN'S LEAGUE NEWS, I couldn't help but think how much our paper is like Charlie. It doesn't have to doll itself up with a lot of flumydididdles--(pink ribbons) to attract attention. We read it because it talks to us straight from the shoulder. And because--well, because we like it--we like its personality. Of course, everybody doesn't agree with all that Charlie says or all that the DAIRYMEN'S LEAGUE NEWS says, but if you've ever noticed, everyone stretches his neck and flaps his ears to be absolutely certain he doesn't miss one word spoken by either oracle. In other words, when Charlie and the "News" speak, they SAY something. That's why we listen to them. And that's why when you put an ad in the DAIRYMEN'S LEAGUE NEWS you know that 56,000 fluid milk shippers are going to READ it; also 3,600 people interested in the handling of fluid milk and the success of the cooperative movement.

If you want to know more about what we think of our paper, just call Pennsylvania 6-4760 or write to 11 West 42nd Street. Our Business Manager will be proud to tell you.

Sincerely,

A. Reader

DAIRYMEN'S LEAGUE NEWS

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHland 4-6300. President, J. I. ROMER; Vice-President, ROY DICKINSON; Vice-President, DOUGLAS TAYLOR; Secretary, R. W. LAWRENCE; Treasurer, DAVID MARCUS.

Chicago Office: 6 North Michigan Avenue, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street. A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager. San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Canada \$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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NEW YORK, APRIL 21, 1932

Windmill Selling

In the story of his amateur ring bouts Eddie Eagan tells of a mediocre adversary he allowed to go four rounds, instead of mercifully giving him a swift "K.O." For a week the dazed pugilist did not know the battle was over. "Every time he heard a bell ring," says Eagan, "he started fighting again."

Some salesmen are like that, even after a victory. They are ready to start with the gong, but not even the prospect's willingness to sign on the dotted line can stop them. To show what fighting stuff they are made of—after disposing of every objection the prospect raises—they will set up other obstacles from their own fertile brains and knock them down with the greatest of ease.

Such windmill selling is not only a waste of the prospect's time (whether or not the salesman val-

ues his own), but also highly dangerous. The decision may be lost on a foul.

Consider the new commissioner who, on his first visit to the insane asylum, was buttonholed by a man in distress. After listening to a story of "railroading" by relatives, the commissioner agreed to look up the unfortunate one's case as soon as he returned to his office. The smiling and hopeful man gratefully accompanied the commissioner to the entrance. As the new official started down the stairs he received a powerful and unexpected kick.

Picking himself up from the sidewalk, the would-be intercessor looked up to find the convincing pleader bowing majestically and impressively repeating:

"Lest you forget! Lest you forget!"

We have known salesmen who were just as crazy to get that final punch into their presentation at any cost.

Humpty Dumpty

Several so-called "consumer purchasing agents" are operating in New York City—and probably in other metropolitan centers—under the guise of co-operative associations. Probably every manufacturer of nationally advertised merchandise knows about them, for they buy direct from the factories. Since they have little or no overhead, they really are selling at "unprecedented prices."

One of these agents recently addressed a circular to the president of a large company whose products were featured. The letter happened to fall first under the eye of the sales manager who noted a sentence something like this: "As we have had mutually satisfactory dealings with you in the past . . .", etc.

The sales manager heavily underscored this passage and across the top of the letter penciled a memo to the president, reading: "So this is the kind of merchant you patronize!" The letter came back to the sales manager with this notation from the president:

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"Why shouldn't I when you sell to them!"

We are told that the attitude of many companies is: "Others are selling to them, so why should we attempt to hold the umbrella for the industry? The orders help to keep a few more men at work in our factories, and anything that will do this in these times is not to be sneezed at. Dealers suffer, yes; but not the kind of dealer who deserves much sympathy. These are 'war times' and this form of back-alley distribution will not outlast the conditions which have brought it about."

There may be considerable virtue in that. But what about Humpty Dumpty prices, 40 to 50 per cent under the retail market? Won't the taste of thousands of consumers for that kind of "sugar" linger long after present conditions are forgotten?

Speaking of Bankers

B. C. Forbes, writer and publisher, had some

pertinent things to say to bankers in a recent open letter to the *New York American*.

He pointed out that investment and commercial bankers had incurred a grave responsibility.

He said that more than any other group the bankers were responsible for the speculation, the recklessness and inflation which led to our present plight.

He asked why the leading bankers are not doing as much to check our present disastrous deflation as they did to promote and aid the grossest inflation the country ever knew.

"You were very daring leaders when you should have been holding back," declared Mr. Forbes. "You are holding back now when you should be inspiring leaders. Please realize, gentlemen, that you are on trial before the bar of America."

"It behooves you to bestir yourselves even at the cost of serious sacrifice to avoid having rendered against you a final verdict of guilty."

The control of commercial credit is a great responsibility. A whole group cannot have a general in-

dictment made against them and some bankers are showing a willingness to co-operate with local manufacturers. Yet until the end of last week Federal Reserve pressure for credit expansion did not work as was hoped. Then a slightly more liberal attitude in the offering of time money seemed to imply a slightly more confident note.

Bankers must broaden their view. As the careful report of the Wheeler Committee in Chicago indicated, after giving many instances of where credit for more aggressive sales efforts was refused by banks, "restrictions and requirements which ordinarily would be justified and represent good banking practice deserve, under today's conditions, a more broad and generous consideration." One official in Washington put the attitude of some bankers in these words: "Like a dog sticking his tail between his legs and running away from a great noise made over a year ago."

Many manufacturers have the character, the past record and the ability to increase sales efforts now.

They need the funds for advertising more than ever before and their advertising investment now buys more then ever before.

If bankers want to regain their position of leadership, now is the time to show leadership qualities by constructive instead of destructive action.

Pricing Up Not Down

There are scattered indications that in some in-

dustries, at least, retail prices have touched the bottom. *Drug Trade News* reports that there is a slight but marked lifting of prices on nationally advertised items sold by leading drug chains.

Wallace Brett Donham, Dean of the Graduate School of Business Administration, Harvard University, in his new book, "Business Looks at the Unforeseen," says significantly:

"The present price levels are unstabilizing not only labor and business, but our whole middle class on which so much of the future depends. . . . A new balance we

must certainly secure, but most of this balance can be attained better by adjusting prices up than by adjusting wages, salaries and incomes down."

Business has pretty thoroughly tasted the bitter aloes of price deflation.

Anticipating Liquidation No one questions for a minute the importance of keeping a company in a sound financial position. But we wonder if in many instances too much emphasis is being placed on improving the ratio of current assets to current liabilities.

Ernst & Ernst, accountants, report that "the financial position of corporations is more liquid than in the last major depression of 1920-21." This improvement in liquidity, it is stated, has taken place even though dividend payments by corporations generally were relatively larger throughout 1931 than in 1921.

Is it, after all, always to the best interests of a company to improve its already excellent financial position? Wouldn't it be better, in many instances, to spend a little more money in an effort to get more business, instead of buying a few more Government bonds?

Sir Josiah Stamp, director of the Bank of England, when he was here recently, called attention to the American mania for liquidity. "To be wholly liquid," he said, "means to withdraw from business."

Beer and Business

There is an interesting angle of the business possibilities hinging upon beer's hypothetical return which has so far received little attention. It will be remembered that, to fill the production gap, breweries went into mushroom raising, candy bar, ice cream and cheese making. One brewery, which happened to be suitably situated, even took up the manufacture of refrigerated delivery trucks. And there were other "parachute" products.

Now, if beer comes back, will it mean throwing out—selling out—these interim products? Or will it mean that beer profits will further

strengthen these extra-curricular activities?

And what about the manufacturers of soft drinks? After years of bounty, what will they do when the going gets hard? May it not be logical for some of these companies, with plant facilities temporarily in excess of requirements, to look around for new products?

The soft drink industry grew up side-by-side with beer, but no one expects it not to feel the return of the old competition. Some of these soft drink makers, with established channels of distribution and the fat of plenteous years in their treasuries, could make it hot for makers of other things of a chemical nature, sold in bottles.

When beer went out, business was told to "beware the breweries!" If beer should come back, the cry may be—"Look out for the soft drink makers!"

Scarred-Arm Advertising

Interesting stuff, scopolamine. It is a drug that is being experimented with as a means of getting citizens, criminal suspects in particular, to give accurate statements about matters. A shot of it in the arm and the truth, however inadvertent, becomes practically inevitable.

Col. Calvin Goddard, crime detection expert, described this drug before a Chicago advertising group recently. Commercially, he noted, it has been used with success in weeding out undesirable applicants for a position of trust.

Could it, or could it not, be an aid to the enduring cause of truth in advertising?

The application is more complicated than it looks. For one thing, there would be the problem of insuring that the copy was written by a duly vaccinated copy writer. The possibility of bootleg, instead of scarred-arm, copy being slipped in would have to be faced.

The answer, as we see it, would be to adapt the idea of the "approved" seals used by some publications.

Simply require that a photograph of the copy writer's inoculation scar be included in each advertisement.

PERICLES

P—and Boy—here was an Athenian statesman who knew his onions—and how—

Were Pericles around today and buying advertising space, the ole boy would know all about Hudson County, New Jersey, and that

OBSERVER CITY

embraces the busiest parts of Jersey City, Hoboken, Union City and 5 towns of Hudson County, and has more consumers per square mile than even the city of New York! Do you want YOUR agate lines to PAY? You'll be interested in listening to

GILMAN, NICOLL & RUTHMAN

New York Boston Chicago Detroit San Francisco

National representatives for the

Jersey Observer

Offices

Jersey City - Hoboken - Union City

Circulation Every
over 45,000 Evening

Buried Treasure in Salesmen's Reports

GOTTSCHALDT-HUMPHREY, INC.

ATLANTA, GA.

Editor of PRINTERS' INK:

We are interested in securing samples and information on forms for salesmen's use in making daily reports.

MARGARET A. HAY.

EVERY company that has been in operation for at least several years has caches of buried treasure hidden here and there throughout the organization. Sometimes these caches are stumbled upon; on other occasions, a still hunt brings them to light.

Perhaps no cache is likely to prove more valuable in natural content than the file of salesmen's reports. Planning these reports is not a particularly difficult task. Getting salesmen to fill them out regularly and send them in regularly presents no tremendous problem. But sifting out from the reports every bit of potential business—that is an art that few know and even fewer practice.

Ideas for new products and new markets, for new advertising appeals and for new packages, for new methods of covering territories and for new credit practices; all these and dozens of other potential sources of profit are buried in salesmen's report files everywhere. As to the forms, themselves, a large variety have been reproduced and described in the PRINTERS' INK Publications. We are in position to send a list of these articles to readers, on request.—[Ed. PRINTERS' INK.]

Joins Seattle "Post-Intelligencer"

Frederick Duerr, formerly conducting an advertising business at Seattle under his own name, has joined the advertising staff of the Seattle Post-Intelligencer in a promotional capacity.

Appoints Campbell-Ewald

Foodtown Kitchens, Inc., Chicago, maker of Wheat Pops and Ice Pops, has placed its advertising account with the Chicago office of the Campbell-Ewald Company, advertising agency.

Major Market Newspaper Group Elects

At the April meeting of the board of directors of Major Market Newspapers, Inc., at Chicago last week, these were elected to the directorate: John Cowles, associate publisher, Des Moines Register and Tribune; Sherman Bowles, publisher, Springfield, Mass., Union, Republican, and News, and Carl P. Slane, co-publisher, Peoria, Ill., Journal-Transcript.

W. F. Schmick, business manager, Baltimore Sun, was elected first vice-president and Herbert Ponting, general manager, Detroit News, was elected second vice-president. George M. Burbach, advertising director, St. Louis, Post-Dispatch, continues as president and L. M. Barton is secretary-treasurer and managing director.

Directors who hold over are: Col. Le Roy W. Herron, advertising director, Washington Star; Harvey R. Young, advertising director, Columbus, Ohio, Dispatch; E. E. Robertson, national advertising manager, Kansas City, Mo., Star; J. R. Knowland, Jr., associate publisher, Oakland, Calif., Tribune; John F. Tims, Jr., business manager, New Orleans Times-Picayune; and Frank E. Tripp, general manager, Gannett Newspapers.

Chicago Agency Men Form New Radio Group

The Advertising Agencies Radio Association has been formed at Chicago as a co-ordinated group for the discussion of problems related to broadcast advertising. If the organization proves successful in its purpose, it is planned, perhaps this fall, to encourage the formation of similar groups in other cities as units of a national association.

The new group will work co-operatively with radio station interests to improve the efficiency of agency-station relations and to iron out such misunderstandings as may arise from time to time. Particular attention is being given to the question of the type of information agencies want and need in radio station promotion material. Meetings will be held on Wednesday of each week, some of which will be open to attendance and discussion by the representatives of radio stations.

Everett G. Opie, Rogers & Smith, is chairman of the organization committee. Associated with him are F. R. Steel, Critchfield & Company and Russell Williams, Erwin, Wasey & Company. G. W. Stamm, Broadcast Advertising, is temporary secretary. Permanent officers will be elected in the fall.

C. C. Younggreen Heads Convention Group

Charles C. Younggreen, vice-president of the H. E. Lisan Company at Chicago, has been appointed chairman of the national On-to-New York committee for the coming annual convention of the Advertising Federation of America, to be held at New York, June 19 to 23.

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Beware the Tools of the Trade

"**A**DVERTISING men are too much interested in the tools of their trade and are forgetting the fundamentals," stated Verneur Edmund Pratt, president of the Sales Guild, Inc., who addressed the season's last monthly meeting of the Technical Publicity Association, Inc., which was held at New York last week.

"Advertising can be a science," contended Mr. Pratt. "There is a reason for every move we make."

The speaker stressed the fact that advertising is an influence and that its force therefore can be measured, as the force of steam is now measurable. With the aid of charts he pointed out how the best type of copy can be chosen for an advertisement before any of the actual copy writing, artwork or layout is considered.

He also showed that salesmanship can be broken down into three principal factors, information and persuasion, and then, if the sale is not completed, reminding. The percentage of these parts to the whole process is dependent to a large extent upon the product which is to be sold.

"Minds go by steps," the speaker emphasized, "just as human legs go by steps. Don't ask your prospect to make the last step first. It is no more possible than for me to jump from this floor to the floor above. You must lead the prospect up to the sale by easy steps, just as I must use the stairs designed by the architect."

With Associated Broadcasters

Norman E. Knudson, for a number of years associated with *Advertising and Selling*, the last two years as Western manager, is now general sales representative of Associated Broadcasters, Inc., Chicago, radio program producers. He was at one time with Frank Seaman, Inc., former New York advertising agency.

Death of Thomas Greenwood

Thomas Greenwood, treasurer of the Benjamin F. Emery Company, Philadelphia, printer and lithographer, died recently. He was fifty-five years old.

National Chamber to Meet at San Francisco

The twentieth annual meeting of the United States Chamber of Commerce will be held in San Francisco, May 17 to May 20. Outstanding problems of the export and import business will be presented by men prominent in their fields. Among the topics to be discussed will be: "Foreign Tariff Barriers to United States Export Sales"; "Effect of Depreciated Currencies and Exchange Restrictions on United States Foreign Trade"; "Buy-at-Home Campaigns in Relation to Our Export and Import Trade," and "What the American Chamber of Commerce Abroad Can Contribute to Our Trade Recovery."

We Hope So

GEORGE H. LEE COMPANY
Poultry and Stock Remedies
OMAHA, NEBR.

Editor of PRINTERS' INK:

I appreciate very much your co-operation and support in the work of defeating Senator Copeland's Bill for Government censorship of food and drug advertising, and your splendid editorial, "Copy Censors," on page 95 of the March 24 issue of PRINTERS' INK.

Your editorial will help very much in creating a strong public disapproval of the proposed kind of legislation.

DONALD J. BURKE,
Vice-President.

Elected by Addressograph- Multigraph

C. E. Steffey has been elected vice-president of the Addressograph-Multigraph Corporation, Cleveland, in charge of distribution. W. K. Page is general sales manager of the Addressograph Company and R. M. Winger is general sales manager of the Multigraph Company. Mr. Page and Mr. Winger have been elected vice-presidents of their respective companies.

H. H. Doering with "National Geographic Magazine"

Harry H. Doering, formerly advertising manager of *Motor*, New York, has been appointed representative of the *National Geographic Magazine*, Washington, D. C. He will make his headquarters at Chicago.

New York Printers Merge

Fleming & Reavely, Inc., New York printer, has merged with the Madison Square Press, of that city. The combined firms will make their headquarters at 318 West 39th Street.

Advanced by Exide

Frank Kalas, formerly district manager of The Electric Storage Battery Company, Philadelphia, manufacturer of Exide batteries, has been appointed general sales manager of that company.

The Little Schoolmaster's Classroom

TO the Schoolmaster's desk, from Class Member Frank Goodchild, president of J. & J. Cash, Inc., South Norwalk, Conn., maker of woven labels, there comes a little good-will builder which gives evidence of thoughtful care.

Mr. Goodchild has fixed up a deck of playing cards to do a selling job with a smile. Fastened to the deck with a bit of white ribbon, on which is woven in green "A Grand Slam for 1932," is a card bearing this homespun message, with Mr. Goodchild's signature:

"In Business we shuffle and deal the cards and *play the game*, so my friend my bid of Two HEARTS (yours and mine) should take ALL the tricks in the game. Let's try it, here are the cards."

The design on the backs of the cards shoots straight for a good-natured grin. There is a thumbnail cut of a man who has taken to a barrel in lieu of clothes. "Mark 'em" says the line above him; "I didn't" is below. Reminiscent of the old "Wool Soap" blurb, isn't it? Under the cut in small type is the line, "We mean the clothes . . . Not the cards."

* * *

The idea of uncovering work for old advertising material has struck the fancy of the Class. H. H. Haff, of Boger & Crawford, Philadelphia, tells how advertising plates of a two-page spread which his company ran in a business paper, were used in making up an invitation to customers to visit the company's booths at the Knitting Arts Exhibition, now being held at Philadelphia.

An attractive and novel invitation was the result, with practically no extra cost for plates.

* * *

Another example of how exercise of a little ingenuity retrieved what might otherwise have been obsolete material, is contributed by H. B. Young, vice-president of The Stille-Young Corporation, of Chicago.

He explains that, following the recent merger of E. T. Stille & Company and H. B. Young & Company, the consolidated management found itself possessed of about 40,000 blotters, purchased by the Stille company three years ago. Printed with the Stille company's name, these blotters appeared to have no advertising value for the new concern.

Largely because the management disliked junking this material, it set about to find some way of using it. Several hundred of the blotters had added to them the words, "Now the Stille-Young Corporation." These were sent out as samples to approximately 300 dealers, who were told that the company would supply them with a quantity of these blotters for distribution to their trade, with their name imprinted.

This offer met with a demand that quickly used up the stock of 40,000 that were on hand and, according to Mr. Young, the company easily could have used 25,000 more. The experiment, while it was not so planned, also proved in the nature of a test.

"The fact that requests were received from more than 80 per cent of the dealers circularized," Mr. Young writes the Schoolmaster, "indicates clearly the active interest that our dealers have in something that can be used as an insert in sending out monthly statements."

* * *

The Schoolmaster has just received Volume 15, Number 2, of "The Carnation News," eight-page magazine issued by the Carnation Company for retail grocers and their clerks. The magazine has always seemed to the Schoolmaster to be an excellent example of the kind of helpful service a manufacturer can offer his dealers.

In its pages will usually be found the following ingredients: several articles telling about certain grocers who have been successful and *why*, several editorials

Little Wooden Fences

IT isn't the big barriers that lick good salesmen.

Ingenious men can overcome almost any obstacle if and when they get to the right men.

It is the little wooden fences that kill morale.

Those little fences out in the reception hall which guard the men who can say "yes."

"Mr. Davis busy, saw his assistant, Mr. Glauber," that kind of a sales report is as natural as it is unsatisfactory. For in these strenuous days the men who have the power to okay plans or schedules are harder to see than ever. Greater responsibilities and

more things to do keep them hopping, make the little wooden fences harder to get by.

There is one good way to get your message past the barriers, to give your salesmen the sort of backing they deserve.

The "yes" men are in constant need of new sales, advertising and merchandising ideas to keep their black figures from turning to red.

For business building ideas they rely upon the same idea books which will carry your message past the barriers into their back offices and homes. They read the

PRINTERS' INK PUBLICATIONS

One Great Sales Force Selling Hears Nothing Of

Yet: "Where the power of logic and argument ends, there it begins. . . . When reason even blanches there does it come and found its empire."

From: "POWERS THAT MOVE MEN TO ACTION."

Mailed Without Charge on Letter-Head Request

ROBERT RUXTON
10 High Street Boston, Mass.

WANTED—SALES MANAGER

for Chicago Metropolitan Area.

- Must have intimate knowledge of marketing conditions in Chicago.
- Experience contacting chain-store executives, independent retailers, and jobbers of grocery items.
- Give age, education, and chronological statement of experience with earnings, in a letter. Also state salary expected.

Address "C," Box 20, Printers' Ink
6 No. Michigan Ave., Chicago, Ill.

New Low BOOKLET PRICES

Printed on 70-lb. Enamel Book Paper

Printed in Black Ink	5 M	10 M	25 M
4 Page Folder 6x9...	\$32.50	\$34.25	\$72.75
8 " Booklet 6x9...	41.00	66.50	149.75
16 " " 6x9...	78.75	132.50	239.50
32 " " 6x9...	146.25	235.25	492.00

Small Publications Desired

Rue Publishing Co., Denton, Md.

BINDERS

To make the files of the Printers' Ink Publications more accessible we sell binders at cost. The Weekly holding ten or more copies is \$1.25, postpaid, and the Monthly holding nine copies \$2.00, postpaid. These binders are an attractive addition to any desk or library.

DO YOU? SELL in ENGLAND

Leading American manufacturer of well-known toilet and pharmaceutical items has modern manufacturing facilities in England. Can handle complete English production and packaging of 2 or 3 additional products for American firms now facing English tariff and exchange problems. Exceptional opportunity to quickly solve your British manufacturing problems without costly plant investment or delay. Write "Z," Box 168, Printers' Ink.

that are short, interesting and to the point, an article telling about some large industry that supplies the grocer (in the most recent issue the making of matches is described by the chairman of the board of a large match company), a general article on some phase of good store-keeping, an article on window trimming (general in nature and not devoted solely to the display of Carnation Milk), an article on show-card writing and, finally, on the back page, an illustration, full size, of the company's most recent national advertisement.

The most significant feature of the magazine's general tone is that it has just the proper balance between unselfish help for the grocer and selfish pushing of the company's products. This is a balance that is not too often observed in the preparation of magazines for dealers.

* * *

What is the difference between a wholesaler and a jobber? This question is brought up in a letter sent out recently by E. L. Newcomb, secretary, The National Wholesale Druggists' Association, Inc., to manufacturers who have confused the terms in preparing copy for business papers in the drug field.

According to Mr. Newcomb, who gets his information straight from Webster, a jobber is (a) "a middle-man between stock brokers"; (b) "one who transacts business to obtain unfair advantage for himself—hence, a low intriguer"; (c) "one who works by the job or does small jobs." "Jobber" also means: "one who jobs or stabs."

On the other hand, a wholesaler, again according to Webster, is (a) "the sale of goods in bulk or quantity as opposed to retail"; (b) "a dealer in large quantities—wholesale merchant"; (c) example, "a wholesale druggist."

Mr. Newcomb further points out that the words "wholesale," "wholesaler" or "wholesale merchant" do not under any circumstances or conditions imply unfair or other objectionable methods.

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ested these days to note frequent efforts to clear up the haziness which obscures the definitions of so many trade terms.

* * *

One of the major reasons why air travel has increased so rapidly in the United States is, the Schoolmaster believes, found in the methods used to sell passengers even after they are in the air. The Schoolmaster remembers the pleasure that was his on his first commercial air ride when he was furnished a manual telling him all about the plane in which he was riding and containing a map of the route so that he could tell where he was every mile of the way. He still treasures the certificate, signed by the pilot, attesting that he rode on a certain plane on a certain day.

The railroads have been rather slow to realize the value of doing this selling during the ride. To be sure the crack trains of most railroads do give little extras in the way of service and attention and almost all railroads offer dining car menus to do an advertising job. But how about the passenger who rides on the raddled plush seats of the 10.10 local to Fishville Center?

In a searching article in *The American Mercury* recently Edward Hungerford showed how the 10.10 is losing many of its passengers to local bus companies because the bus companies give little extras in service and really make the passenger feel that his patronage is appreciated.

* * *

The London & Northeastern Railway several years ago issued a booklet, "On Either Side," which was an ingenious guide-book for the traveler between London and Edinburgh. It gave interesting facts about various cities and villages along the line, even going so far as to point out that the castle seen through the trees as "the train passes through Muddleford-on-Slough is Carnacan Castle, seat of the Eighth Duke of Carnacan."

This idea may not be adaptable to the 10.10, but it could be used widely, particularly in the parts of the United States that are rich in

WANTED SALESMAN EXECUTIVE TYPE

**Lithographer Offers
Substantial Interest in
Business to Producer**

To such a salesman a modern plant with new equipment and low overhead can deliver work at order-getting prices.

To this man we offer a participating interest. He will have the opportunity of organizing his own sales force at an additional income. To this man a drawing account is unnecessary. Address

"PRESIDENT"

Box 169

Printers' Ink

WANTED Space Salesman

A trade publication located in the Middle West with a large circulation and demonstrated reader interest among the better class of dry goods, department and wearing apparel stores is in the market for a space salesman for the metropolitan New York territory.

The man must have character, experience, proven ability, acquaintance with agencies and advertisers in this publication's field and a will to stick it through until the returns begin to come in.

The remuneration will be on a commission basis plus an allowance for office expenses. The merits of the publication and its power and influence warrant the statement that this New York representation is a valuable franchise for the man who will tackle the job earnestly, intelligently and give it the best that is in him.

Applicants should give full particulars, in confidence. A member of the staff will be in New York soon for interviews. Address "Y," Box 166, Printers' Ink.

A Chance to Test a Theory

I have always claimed that the right merchandise, properly presented, would sell. I have helped to make this work with merchandise. Now I have a chance to try the recipe myself.

After 5 years with a well-known New York agency, I shall shortly be "on the market" for a new connection. Have been contacting my accounts, writing all my own copy, supervising the production of all my own stuff. A thoroughly trained advertising man, able to function on all phases of advertising work—particularly well grounded on trade promotional work.

Age, 29; married. Salary \$5,000.

Address "A," Box 167, Printers' Ink.

This Will Interest Some Small Advertising Agency

I am operating a one-man agency in N. Y. City. Last year I placed about \$100,000 of very profitable classified and classified display advertising in a very desirable field. I don't need capital, but what I have in mind is this: I would like to either buy into or combine with some other small or one-man agency which has complete agency facilities. I believe a tie-up such as this would be of mutual benefit. If interested, write your story to "T," Box 161, Printers' Ink.

Office Space:—What better spot for your Advertising Headquarters than in the building that is the home of Printers' Ink, 185 Madison Ave., N. Y. C., corner of 34th Street. Large and small units at prices that even a hard-headed advertising executive will concede to be most reasonable.

Managing Agent

MALCOLM E. SMITH, INC.

On Premises Tel. ASHland 4-6360

In the May ATLANTIC MONTHLY
Edward L. Bernays, The
Science of Ballybo
By John T. Flynn
One of a distinguished series of por-
traits of great living Americans.
NOW ON SALE

history, on trains other than the extra-fare limiteds.

Several railroads have been successful in their advertising to children. The Schoolmaster recently told about the "Children's Book of Yellowstone Bears" issued by the Union Pacific. Other lines have issued material to help children while away tedious hours of transcontinental travel.

These little extras cost comparatively little in the long run and usually they mean satisfied customers—which is what the railroads need today.

* * *

Several months ago the Schoolmaster started an interesting controversy concerning who has the record of being a consistent advertiser in any single publication for the longest time. The contest owed its inception to the record made by the Campbell Soup Company in *The Saturday Evening Post*.

Recently Campbell has issued a new compilation showing the number of magazines that it has used in its advertising history, how long it has advertised in each magazine and the number of advertisements that have appeared. Although Campbell did not win the prize for consistency, the Schoolmaster wonders if any other company can challenge Campbell's record of 4,183 advertisements during the last twenty-seven years.

The new contest is now officially open and the Schoolmaster awaits, with his accustomed eagerness, letters from Class members who will show that 4,183 advertisements are, after all, a comparatively paltry sum.

Death of T. E. Ward

Thomas Edgar Ward, copy chief and art director of the Harold C. Lowrey Organization, Toronto advertising agency, died at that city last week. For some years he was in charge of merchandising for the West Toronto Printing Company, Ltd., and, at one time, was with the copy department of the MacLean Publishing Company, Ltd.

"GIBBONS knows CANADA"

Classified Advertisements

BUSINESS OPPORTUNITIES

Small Trade Paper and Directory for Sale in field with great possibilities. Price below year's volume. Terms reasonable. Will sell interest to active man. Box 998, Printers' Ink.

Well-known Publisher of trade journals will entertain the idea of taking over into his organization trade journal that would find such an arrangement advantageous. Box 306, Printers' Ink.

TRADE PAPER PUBLISHERS—Cut down your editorial expense. Able, successful editor offers part-time service. Also handle mechanical details production and advertising. Box 300, P. I.

PIN TWO DOLLARS to one of your sales letters. I will rewrite it so forcefully that you will gladly pay my usual fee for the next letter. LESTER MEYERS, 125 E. 24th St., New York.

Your Lettershop Account—Let this salesman handle in exchange for expert advice, ideas, criticisms. Long experience actual direct-mail work. Reputable, reasonably priced house. "Salesman," Box 309, P. I.

TRADE PAPER PUBLISHER IS OPEN TO BUY ONE OR MORE TRADE JOURNALS. Box 307, PRINTERS' INK.

YANKEE REPRESENTATION

For 8 years I have sold and re-sold electrical, radio and hardware jobbers throughout New England high grade specialties and staples. A recent merger of my leading line forces me to undertake proposition requiring bulk of my time and energy. An opportunity for a conservative, established, progressive manufacturer to acquire the same type of resident representative. Commission. Box 999, P. I.

EMPLOYMENT SERVICES

Take and put your problem of finding your opportunity up to PENN. The thousands of \$5,000-\$50,000 men served by Penn since 1919 will convince you Penn can assist you. PENN knows your market and can help you reach it—quickly, dignifiedly. Consult PENN today. 525 5th Av., N.Y.C.

HELP WANTED

WANTED

Circulation promotion manager for Magazine with 200,000 A.B.C. circulation. Office not in New York. Write letter of application detailing experience. State minimum salary acceptable. Box 302, P. I.

To a Chicago Producer

If you are self-supporting and can produce a definite volume of advertising—direct mail, publication or both, in Chicago, you can increase your earnings in our aggressive and successful organization. No drawing accounts or salaries are offered. Complete creative service and attractive quarters are provided. Give brief outline of yourself and your business. We will reciprocate. Our organization knows of this offer. Box 303, Printers' Ink, Chicago Office.

HELP WANTED

COPY WRITER

experienced in writing fashion copy preferably for retail stores, is needed by a Middle West manufacturer of a nationally known dress line. Give all particulars of experience and age. Box 996, Printers' Ink.

MISCELLANEOUS

OFFER—FURNISHED ROOMS, HEIGHTS SECTION, Brooklyn, on credit to worthy position seekers. Pay later. Write Box 310, P. I.

POSITIONS WANTED

VISUALIZER: Finished layouts, letterer; 8 years' agency experience; thorough knowledge of type and production; ability far beyond salary required. New York City only. Box 995, P. I.

TYPOGRAPHICAL EXPERT and production man. For 7 years with New York's largest department store. Desires position as consultant or production man. Available May 1st. Box 994, P. I.

BUSINESS MANAGER can bring wide extensive practical experience handling all classes men, Operations, Sales, Finances, Accounting, Etc. Can produce results. Box 304, Printers' Ink, Chicago Office.

TRADE JOURNAL WRITER, advertising, publicity, production, sub-editor; enthusiastic, 26 years old. Box 308, Printers' Ink.

SALESMAN (Newspaper Advertising) 26 yrs., single, Christian, 1½ yrs.' experience, 2 yrs.' experience with large corporation on sales promotion, college ed. Backed with 10 yrs.' selling experience. A-1 References. Box 301, Printers' Ink.

Employment Manager, College Man, Fourteen Years' Experience, Company Employment Manager, Public Bureau, and Private Commercial Agency, Can Install System and Get Results, Locate Anywhere. Salary no object for one year. Box 993, Printers' Ink.

ADVERTISING, PUBLICITY, PUBLIC RELATIONS EXECUTIVE available for agency, bureau, manufacturing or sales organization connection requiring facile pen, convincing copy, and workable ideas; plenty of experience and resourcefulness; full- or part-time at nominal salary. New York or 100-mile radius. Box 305, P. I.

Consider this Young Man with Unusual Combination

of experience, has successfully sold for leading concerns, written productive copy and promoted new business with large agency; age, twenty-seven; seven years' advertising, selling, most recently with RCA. Box 997, Printers' Ink.

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